

**QUARTERLY REPORT<sup>1</sup>**  
**SENIORS SAFE AND MOBILE**  
**JANUARY – MARCH 2008**

**PROJECT IDENTITY**

PS0707

**PERFORMANCE MEASURES**

In compliance with Office of Traffic Safety (OTS) guidelines, this report is identified as covering a conventional calendar quarter. However, due to difficulties associated with gathering data consistent with the report time frame, some data may reflect a period other than the conventional calendar quarter. If this is the case, the reporting period has been identified.

**PLEASE NOTE: Preliminary work on this grant is underway. This may result in delays to goals and objectives that require funding. Spending approval from OTS was granted on January 31, 2007. As a result of the late approval, some objectives could not be accomplished within the established time frames during this reporting period.**

**GOALS:**

- 1. To implement a minimum of two action items from the 2002 Older Adults and Traffic Safety (OATS) Task Force by July 31, 2008.**

**Progress:**

**2002 OATS Task Force**

<b>Action Items</b>	<b>Implementation</b>
<b>1.</b>	
<b>2.</b>	

**On schedule.** The Department will implement a minimum of two action items from the 2002 OATS Task force by July 31, 2008.

- 2. To provide results comparing the initial senior traffic safety and mobility surveys to post-surveys depicting increased education and awareness in the Final Report by September 30, 2008.**

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<sup>1</sup> As appropriate, this report reflects any revisions to the project agreement approved by OTS. Also, significant changes (in either content or format) to the previous report will be indicated by gray shading (or by yellow highlighting if the report is printed in color). The first quarterly report submitted for a project will contain no shading/highlighting.

**Progress: On schedule.** The Department will provide results comparing the initial senior traffic safety and mobility surveys to post-surveys depicting increased education and awareness in the Final Report by September 30, 2008.

## **OBJECTIVES:**

1. **To conduct a language assessment of the project's service area to determine needs for materials in languages other than English by December 31, 2006.<sup>2</sup>**

### **Progress:**

#### **Language Assessment**

<b>Date Due</b>	<b>Date Completed</b>	<b>Languages Identified</b>
12-31-06	12-18-06	English

**Accomplished.** The language assessment indicates that English is the principle language statewide. Therefore, educational items will be produced in English.

2. **To issue an operational plan<sup>3</sup> establishing the method of operation, the policies applicable to carry out the grant program to all California Highway Patrol (CHP) field Divisions, and submit a copy to the Office of Traffic Safety (OTS) by December 31, 2006.**

### **Progress:**

#### **Operational Plan**

<b>Due Date</b>	<b>Date Submitted</b>
12-31-06	2-15-07

**Not accomplished.** Deadline missed. Due to the delay in spending approval, this objective was not accomplished until February 15, 2007.

3. **To establish a contract for initial and post-surveys development by March 31, 2007.**

### **Progress:**

**Not accomplished.** Deadline missed. Due to the delay in spending approval, negotiations with California State University, Sacramento (CSUS) to develop the pre and post-surveys did not meet the deadline. The CHP met with CSUS to discuss the surveys on March 16, 2007. The contract was established during the April through June 2007 reporting period.

<sup>2</sup> Project materials will accommodate identified needs.

<sup>3</sup> The operational plan will contain a strategic distribution of allocated overtime hours.

4. To establish the contract for a digital video disk (DVD) and video production by March 31, 2007.

Progress:

**DVD and Video Production Contract**

<b>Date Contract Request Submitted</b>	<b>Contract Establishment Due Date</b>	<b>Copy of Executed Contract Sent to OTS</b>
/ /	3-31-07	/ /

**Not accomplished.** Deadline missed. This objective was delayed due to the expiration of the Department's media contract. The Department received an extension to its media contract with Ogilvy. A meeting was held on June 26, 2007, with Ogilvy to discuss requirements for the DVD and video production. The DVD was finalized on October 18, 2007, and officially released to the public on December 18, 2007, during a press conference at the Ethel Hart Senior Center in Sacramento.

5. To establish a contract with the California State University, Sacramento (CSUS) to conduct a seniors safe and mobile symposium by April 30, 2007.

Progress:

**CSUS Foundation Contract for Symposium**

<b>Date Contract Request Submitted</b>	<b>Contract Establishment Due Date</b>	<b>Copy of Executed Contract Sent to OTS</b>
3-1-07	4-30-07	9-18-07

**Not accomplished.** Deadline missed. The CHP Contract Management Unit submitted the contract to CSUS on June 26, 2007, for signature. The contract was signed and submitted to OTS on September 18, 2007.

6. To conduct traffic safety and mobility surveys at two identified senior communities in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.
7. To conduct post traffic safety and mobility surveys at two identified senior communities in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.

**Progress:**

**Traffic Safety and Mobility Surveys**

<b>Division/Senior Communities</b>	<b>Pre-Survey Date</b>	<b>Post-Survey Date</b>
	<b>Due Date: 7-31-08</b>	<b>Due Date: 7-31-08</b>
<b>Northern Division</b>		
1. Yreka Home Health	10/2/07	10/2/07
2. Redding Senior Nutrition Center	11/21/07	11/21/07
<b>Valley Division</b>		
1. Auburn Senior Community	11/13/07	11/13/07
2. Stockton Senior Community	11/14/07	11/14/07
<b>Golden Gate Division</b>		
1. Central Park Senior Community	8-9-07	8-9-07
2. Twin Pines Senior Community	8-28-07	8-28-07
<b>Central Division</b>		
1. Madera Retirement Senior Community	10/18/07	10/18/07
2. Sierra Heartland Senior Community	10/26/07	10/26/07
<b>Southern Division</b>		
1. South Pasadena Senior Center	10/11/07	10/11/07
2. Glendale Senior Center	10/16/07	10/16/07
<b>Border Division</b>		
1. Chula Vista Senior Community	7/13/07	7/13/07
2. Spring Valley Senior Community	7/19/07	7/19/07
<b>Coastal Division</b>		
1. Senior Community	/ /	/ /
2. Senior Community	/ /	/ /
<b>Inland Division</b>		
1. Olympic Pacifica Senior Community	9/11/07	09/11/07
2. University Mobile Home Park	9/17/07	09/17/07

**On schedule.** Survey forms were finalized by CSUS on May 21, 2007. Formal CHP Executive Management approval to distribute the survey forms to field Divisions was received on June 12, 2007. Field Divisions grant coordinators received formal notification in June 2007. The coordinators are instructing their respective CHP Area Public Affairs personnel in survey procedures. With the exception of Coastal Division, seven CHP field Divisions have completed this objective. **CSUS is awaiting information on how to compile the statistical information from the surveys.**

8. **To establish a Mobility Workgroup under the auspices of the OCTS Task Force by March 31, 2007.**

**Progress: Accomplished.** The Mobility Workgroup was established in February 2006. The workgroup had its first meeting in Sacramento on February 15, 2006. This workgroup was convened under the OTS grant Project Agreement, Older Drivers Driving Safer and Longer, PS0616.



9. **Under contractual agreement, conduct a seniors safe and mobile symposium by December 31, 2007.**

**Progress: Accomplished.** Senior Safe Mobility Summit II was held at the Sacramento Hilton Arden Hotel on October 16-17, 2007. The summit was a success as evidenced by the numerous positive comments received from the over 100 attendees. Many of the attendees indicated they would attend a subsequent summit should it be offered next year.

10. **To coordinate, select locations, and hold a minimum of two Mobility Workgroup meetings by September 30, 2007, and a minimum of two additional meetings by July 31, 2008.**

**Progress:**

**Mobility Workgroup Meetings**

Meetings	Location	Date
1	Sacramento/Teleconference	3-7-07
2	Sacramento/Teleconference	3-29-07
3	Sacramento/Teleconference	5-15-07
4	Sacramento/Teleconference	01-08-08

**Accomplished.** The Mobility Workgroup initiated in PS0616, met on seven occasions from February through December 2006. For this project, the Department will hold a minimum of two Mobility Workgroup meetings by September 30, 2007, and a minimum of two additional meetings by July 31, 2008.

11. **To conduct a minimum of eight older adult safety/mobility presentations by September 30, 2007, and a minimum of eight additional presentations by July 31, 2008.**

**Progress:**

**Older Adult Safety/Mobility Presentations**

Meetings	Location	Date
Thru 9-30-07		
1	2007 Office of Traffic Safety Summit, "Embracing the Mature Driver" Session, San Diego	4-10-07
2	CHP Public Affairs Officers' Conference, Pasadena	4-17-07
3	Aging, Driving and Safe Mobility, Center for Healthy Aging, Santa Monica	4-10-07

**Older Adult Safety/Mobility Presentations (continued)**

<b>Meetings</b>	<b>Location</b>	<b>Date</b>
<b>Thru 9-30-07</b>		
<b>4</b>	Senior Injury Prevention Conference, Alameda County Health Department, Oakland	5-10-07
<b>5</b>	Senior Transportation Forum, Riverside County Office on Aging, Cabazon, California	5-17-07
<b>6</b>	Dementia and Driving Forum, Davis Senior Center, Davis	5-23-07
<b>7</b>	CarFit Event, Safety Center, Inc., Sacramento	5-24-07
<b>8</b>	California Congress of Seniors, Long Beach	6-25-07
<b>9</b>	Davis Senior Transportation Fair	9-19-07
<b>10</b>	Yolo County Aging Summit	9-20-07
<b>Thru 7-31-08</b>		
<b>1</b>	CarFit Event, Lafayette Senior Center	10-14-07
<b>2</b>	CarFit Event, Safety Center, Inc., Sacramento	10-25-07
<b>3</b>	Lucerne Senior Center	11-19-07
<b>4</b>	Pioneer Towers, Sacramento	12-12-07
<b>5</b>	Yolo County Triad Task Force	1-4-08
<b>6</b>	Yuba City Senior Recreation Center	2-6-08
<b>7</b>	International Conference on Aging, Disability, and Independence	2/21-23/08
<b>8</b>	Retired California Employees' Association	3-4-08
<b>9</b>	Yolo County Triad Task Force/Senior Commission	3-5-08

**Accomplished.** The Department exceeded the federal fiscal year (FFY)-1 objective to conduct a minimum of eight older adult safety/mobility presentations by September 30, 2007, and exceeded the minimum of eight presentations by July 31, 2008.

**12. To conduct a public awareness campaign to include:**

- a. Issuance of a press release announcing the “kick-off” of the project by December 31, 2006.**

**Progress:**

**Press Release – Project Kick-Off**

Due Date	Date Sent To GMU <sup>4</sup>	Date Sent to OMR <sup>5</sup>	Date of OMR Approval	Date Issued
12-31-06	12-19-06	12-19-06	12-22-06	12-30-06

**Accomplished.** The press release announcing the kick-off of the project was released on December 30, 2006.

- b. **Distribution of education items and/or promotional items at four events at appropriate venues<sup>6</sup> by September 30, 2007, and an additional four events by July 31, 2008.**

**Progress:**

**Education Items and/or Promotional Items**

Items Selected	Date Procured	Date 3 Samples Sent To OTS
Pill Boxes	__/__/__	__/__/__
“Awareness” Car Magnets	__/__/__	__/__/__
Jar Openers	__/__/__	__/__/__
Memo Pad and Pen Sets	__/__/__	__/__/__

**Not accomplished.** Deadline missed. Education items and/or promotional items were not procured in time to distribute at four events by September 30, 2007; however, the Department anticipates accomplishing the distribution at four events by July 31, 2008. Items were requisitioned on September 25, 2007, however all procurement items have been placed on hold pending the testing for toxic materials to ensure compliance with EPA requirements.

<sup>4</sup> Grants Management Unit

<sup>5</sup> Office of Media Relations

<sup>6</sup> Promotional incentive items may include key rings, badges, T-shirts, hats, wristbands, etc. Educational materials may include bumper stickers, posters, stickers, poster and essay contests, pledges, books, press kits, pamphlets, etc. The traffic safety message will be project-related. Planned venues for distribution include traffic safety presentations, community events, CHP informational booths, etc.

- c. To conduct at least one public affairs officer (PAO) presentation per CHP Field Division, per quarter, during the Program Operations Phase by July 31, 2008.

**Progress:**

**PAO Presentations**

<b>Quarter</b>	<b>Date/Location</b>	<b>Number of Attendees</b>
<b>January – March 2007</b>		
CHP Division 301	Napa (radio interview) and Vacaville (2)	50
<b>April – June 2007</b>		
CHP Division 301	Vallejo (3), San Jose (2), Santa Clara, San Francisco	200
<b>July – September 2007</b>		
CHP Division 101	Clear Lake: Senior Center. Yreka: Montague Balloon Festival with FMC Health Fair; Siskiyou County Fair	10,000
CHP Division 201	Amador AARP; Auburn MAC; Horseshoe Bar MAC; CHP Grass Valley Area; UC Med Center; Carmichael Elks Lodge; Lincoln Village; PG&E; Costco	2,000
CHP Division 301	Redwood City; San Mateo; Vallejo; Vacaville	100
CHP Division 401	Sierra Heartland Home – Clovis; Yosemite Manor – Madera; Mariposa County Fair.	465
CHP Division 501	El Centro De Ayuda; Kiwanis Club/Santa Fe Springs City Hall; Westminster–Harley Davidson; Harbor Chevrolet; Long Beach Memorial; Denny's Restaurant - Van Nuys	182
CHP Division 601	Spring Valley Retirement Center; El Cajon Area; Orange County; AARP	110
<b>October – December 2007</b>		
CHP Division 101	Orland Senior Center; Hamilton Outreach Center; Radio program in Mount Shasta; Siskiyou Home Health Services; Clear Lake Senior Center; Lakeport Center; Mendocino College; Wal-Mart; Lassen Senior Services; Area 12 Agency on Aging; Home Health Agency in Siskiyou County; Etna's Veterans Day Parade	2,655

### PAO Presentations (Continued)

Quarter	Date/Location	Number of Attendees
CHP Division 201	Foresthill MAC; West Placer MAC; Penryn MAC; AT&T; PG&E; Roadster Car Show; Costco; Taft Community Center; Linden Community Center	2,250
CHP Division 301	South San Francisco; Rio Vista; Millbrae; Menlo Park; San Mateo; Vacaville	209
CHP Division 401	Olive Knolls Church-Bakersfield; Sierra Heartland-Clovis; Madera Retirement Center; Ted C. Wills Center; Learning Center; Mosqueda Center; Pinedale Center; Mary E. Brown Center; Yosemite Gardens Retirement Center; Hampshire Retirement Home-Merced; Pine Tree Restaurant-Sonora; Pixley RV Park	570
CHP Division 501	Altadena Senior Center; Sparr Heights Senior Center-Glendale; Pasadena Senior Center; Glendale Senior Center; Glenoaks Senior Center-Glendale; South Pasadena Senior Center; Palmdale Senior Center; Veterans' Appreciation Day-Los Angeles; Hammel Street School-Los Angeles; Castaic Sports Complex	595
CHP Division 601	Scripps Mercy Medical Center-Chula Vista; UC San Diego Medical Center; Kiwanis Club-Santa Ana; KUSI Radio; Orange County Vintage Car Show	300
CHP Division 701	Capitola City Council; AARP-Oceano; AARP-Pismo Beach; PSA on KSLY and KJUG; Buellton Electrical School; Gracious Living-Simi Valley	160+
CHP Division 801	Redlands - Marie Callendars; City of Montclair; City of Ontario; various employee service organizations	160

**PAO Presentations (Continued)**

<b>January – March 2008</b>		
CHP Division 101	Humboldt-Fortuna Senior Services, Yreka-Scott Valley Rotary	81
CHP Division 201	Amador AARP, Horseshoe Bar MAC, Foresthill MAC, Newcastle MAC, Grass Valley Chevron Club, Autorama, Carmichael Chamber meeting, Fair Oaks Chambers meeting, Placerville AARP, South Lake Tahoe, Thorton Community, Taft Community.	2800
CHP Division 301	Pacifica	25
CHP Division 401	Kern County Fair Grounds, Coalinga CHP Office, Pine Tree Restaurant in Sonora	20,090
CHP Division 501	Armenian Relief Society Services, Gas Company/Azusa Station, Hacienda Heights Kiwanis Club, Palmdale Senior Center, Centro Estrella Retirement Home, Cerritos Lions Club and Whittier Soroptomist Club	261
CHP Division 601	E. County Hospitality Assoc., Ramona Kiwanis's, Alpine Kiwanis's, Pilot RV Park, Quechan/Ft. Yuma Tribe	250
CHP Division 701	AARP Oceano, AARP Pismo Beach, The Palms Senior Center, KSLY Radio, First Presbyterian Church of Santa Barbara	100
CHP Division 801	Negative report.	0
<b>April – June 2008</b>		
CHP Division 101		
CHP Division 201		
CHP Division 301		
CHP Division 401		
CHP Division 501		
CHP Division 601		
CHP Division 701		
CHP Division 801		

**Northern Division:** **Accomplished this quarter.** Northern Division conducted 2 presentations during this reporting quarter.

**Valley Division:** **Accomplished this quarter.** Valley Division conducted 21 presentations during this reporting quarter.

**Golden Gate Division:** **Accomplished this quarter.** Golden Gate Division conducted 1 presentation during this reporting quarter.

**Central Division:** **Accomplished this quarter.** Central Division conducted 3 presentations during this reporting quarter.

**Southern Division:** **Accomplish this quarter.** Southern Division conducted 12 presentations during this reporting quarter.

**Border Division:** **Accomplished this quarter.** Border Division conducted 5 presentations during this reporting quarter.

**Coastal Division:** **Accomplished this quarter.** Coastal Division conducted 5 PAO presentations.

**Inland Division:** **Did not accomplish this quarter.** Inland Division conducted 0 PAO presentations during this reporting period.

**d. Issuance of a post-project press release by July 31, 2008.**

**Progress:**

**Post-Project Press Release**

<b>Due Date</b>	<b>Date Sent to GMU</b>	<b>Date Sent to OMR</b>	<b>Date of OMR Approval</b>	<b>Date Issued</b>
7-31-08	__/__/__	__/__/__	__/__/__	__/__/__

**On schedule.** The Department will issue a post-project press release by July 31, 2008.

**e. To produce an older driver safety instructional DVD (two-thirds), and video (one-third) by September 30, 2007, and distribute at appropriate venues by July 31, 2008.**

**Progress: Not accomplished.** Deadline missed. Due to media contract expiring, the production of the older driver safety instructional DVD/video could not be initiated until late June 2007, with production beginning in mid-September 2007. The DVD was



finalized on October 18, 2007, and officially released to the public on December 18, 2007, during a press conference at the Ethel Hart Senior Center in Sacramento. The DVD has been delivered to 500+ senior centers in California, 33 Area Agencies on Aging, and several other older adult stakeholder organizations throughout California. Additionally, the DVD has been posted on the CHP Website for public viewing.

13. **To produce public service announcements (PSAs) and paid media ads by September 30, 2007, and air by June 30, 2008.**

**PSAs and Paid Media Ads**

PSAs and Paid Media Ads	Produced Date	Aired Date
"Taking Charge" 30-second spot	09/30/07	10/08/07
	__/__/__	__/__/__

**Progress: On schedule.** Production of the PSA was previewed on September 25, 2007, and completed on September 30, 2007. The 30-second spot produced from the "Taking Charge" DVD was aired by KVIE, Channel 6, in the Sacramento vicinity during the week of October 8, 2007.

14. **To describe and assess separately the effectiveness of "paid and donated" TV/radio airtime messages by providing:**

- Number of PSAs produced.**
- Subject of each PSA.**
- Number of airings for each PSA.**
- Total size of audience reached.**
- Total cost or donated value.**

**PSAs**

# Produced	Subject	# of Airings	Size of Audience	Cost or Donated Value
One	Senior Safe Mobility, KOVR13, Sacramento	15	135,000	\$1,200
One	Senior Safe Mobility – KOVR 13, Sacramento	79	2,053,000	\$35,780
One	Senior Safe Mobility – KOVR13, Sacramento	28 – 30 second spots; 2 – 2 minute segments on Good Day Sacramento;	308,000	\$18,600



	"Drive to Beat the Flu" Community Event	2 x 2 minute segments on Evening News; 1 x 1 minute segment on 4pm news		
One	Senior Safe Mobility – "Run to Feed the Hungry"	34 bonus spot schedule; logo on official t-shirt; logo on start line banner; logo featured on official Web site	321,000 16,000 attendees	\$15,000
One	Senior Safe Mobility – KPIX5-San Francisco	195	5,032,000	\$130,025
1 x 5 second segment; 1 x 15 second segment; 1 x 5 minute segment	Senior Driving Safety – KPIX5 San Francisco	21 x 5 second billboards; 10 x 15 second promos for segment; 1 x 5 minute segment	183,000	\$51,000

**Progress: Accomplished.** The 30-second spot produced from the "Taking Charge" DVD was aired by KVIE, Channel 6, on 15 occasions in the Sacramento vicinity during the week of October 8, 2007. The 30-second spot was also aired by KOVR13 on 79 occasions in the Sacramento region from October 9 through 31, 2007. Additionally, senior safe mobility messages were included in a "Drive to Beat the Flu Clinic" sponsored by KOVR13 on October 19, 2007, in Sacramento. The airings are outlined in the above table. Another community event sponsored by KOVR13, "Run to Feed the Hungry," held on November 22, 2007, highlighted senior safe mobility messages. The airings are also outlined in the above table.

In addition to KPIX5 airing the 30-second spot on senior safe mobility in the San Francisco Bay Area on 195 occasions from October 9 through 28, 2007, KPIX5 also produced a five-minute segment on senior driving safety which aired on October 24, 2007.

15. To describe and assess separately the effectiveness of "paid and donated" printed messages by providing:
  - a. Number of messages produced.
  - b. Subject of each message.
  - c. Number of printings for each message.
  - d. Total size of audience reached.
  - e. Total cost or donated value.

### Printed Messages

# Produced	Subject	# of Printings	Size of Audience	Cost or Donated Value
One - 3 sizes (160x600; 300x250; 728x90)	Senior Safe Mobility – promotion of the “Drive to Beat the Flu”	One – placed on the Internet	40,197	\$2,000
One – 4 sizes (320x240; 160x600; 300x250; 728x90)	Senior Safe Mobility – promotion of “Run to Feed the Hungry”	One – placed on the Internet	45,213	\$2,000

**Progress: Accomplished.** The method of using printed information on the Internet was employed as an alternative to traditional print media. As the size of the audience box indicates in the table above, over 85,000 people viewed the senior safe mobility information associated with the public event announcements.

### **PROGRESS FOR THE QUARTER**

Since receiving OTS funding approval on January 31, 2007, the Department has endeavored to meet objective due dates. However, as indicated in this quarterly report, the delay has impacted accomplishment of some objectives. The Department continues to strive to meet project goals and objectives.

The Office of Primary Interest for this grant changed on March 1, 2008. The project is now housed in the CHP Research and Planning Section, Community Outreach and Marketing Unit (COMU). COMU's expertise in outreach will allow the project and the Department's accompanying older driver program to provide greater educational and outreach to California's seniors.

Meeting information (included as reference only):

#### Older Californian Traffic Safety (OCTS) Task Force Meetings

February 20, 2007, CHP Academy, West Sacramento (previously unreported in 2<sup>nd</sup> Quarter)

May 8, 2007, Sacramento Regional Public Safety Training Center, McClellan

August 14, 2007, Prison Industry Authority, Sacramento

December 12, 2007, Prison Industry Authority, Sacramento

February 5, 2008, Prison Industry Authority, Sacramento

#### Workgroup Meetings (1<sup>st</sup> Quarter)

Aging Services, Teleconference – February 14, 2007 (previously unreported in 2<sup>nd</sup> Quarter)

Mobility, Paratransit, Inc., Sacramento – March 7, 2007

Mobility, Paratransit, Inc., Sacramento – March 29, 2007

Workgroup Meetings (2<sup>nd</sup> Quarter)

Mobility, Paratransit, Inc., Sacramento – May 15, 2007

Aging Services, Teleconference – June 4, 2007

Workgroup Meetings (3<sup>rd</sup> Quarter)

Aging Services, Teleconference – July 12, 2007

Aging Services, Teleconference – August 9, 2007

Workgroup Meetings (4<sup>th</sup> Quarter)

Aging Services, Teleconference – October 2, 2007

Transportation Safety, Caltrans Royal Oaks Facility – November 30, 2007

Aging Services Teleconference – December 4, 2007

Workgroup Meetings (1<sup>st</sup> Quarter)

Mobility, Paratransit, Inc., Sacramento – January 8, 2008

Transportation Safety, Sacramento – February 26, 2008

Aging Services, Teleconference – March 11, 2008

Public Information, Teleconference – March 17, 2008

**OVERTIME USAGE<sup>7</sup>**

Position	Total Hours Budgeted	Hours Used Thru Current Report	Percentage Remaining	Usage On Schedule? (YES/NO)
Sergeant	28	5.75	79.47%	NO
Officer	283	9	97%	NO
Retired Annuitants at Associate Governmental Program Analyst (AGPA) Rate	2,404	0	100%	NO
Research Analyst II	500	0	100%	NO
AGPA	500	38.5	92.3%	NO
Staff Services Analyst	500	0	100%	NO
Clerical Support	500	0	100%	NO
Graphic Designer III/ Photographer	10	0	100%	NO

<sup>7</sup> Overtime use is reported for uniformed personnel through the Fair Labor Standards Act (FLSA) period ending **January 20, 2008**, and for nonuniformed personnel through the pay period ending **January 30, 2008**. Per the instructions contained in Attachment E, if data on usage of overtime hours is unavailable, explain why and replace the "Overtime Usage" table with the "Total Expenditures For Personnel" table shown. Insert figures derived from the most recent accounting ledger for "Total Budgeted" and "Expended Thru (Month)."

### TOTAL EXPENDITURES FOR PERSONNEL

Total Budgeted	Expended Thru (January 2008)	Percentage Remaining	Usage On Schedule? (YES/NO)
\$177,355.00	\$27,139.06	47%	NO

### BUDGET STATUS REPORT

#### SENIORS SAFE AND MOBILE

January – March 2008

OPI Primary Coordinator: **Officer Jasper Begay**

Phone: (916) **657-8810**

OPI Alternate Coordinator: **Sergeant George Berrios**

Phone: (916) **657-8810**

Location Code: **051**

Special Project Code: **644**

Project Period: **10/1/06 through 7/31/08**

Program Operations Phase: **1/1/07 through 7/31/08**

Final Report Due Date to GMU: **9/30/08**

### BUDGET STATUS

Budget Category	Budgeted Amount	Expended Thru Current Quarter	Percentage Remaining
Personnel Costs (from accounting ledger; data 1-2 months in arrears)	\$51,365.08.	\$23,096.34	44.97%
Travel Expense	\$19,009.67	\$9.67	99.9%
Contractual Services	\$486,497.18	\$474,094.38*	2.55%
Equipment	N/A	N/A	N/A
Other Direct Costs	\$201,856.53	62,778.72**	68.90%
<b>Total Project</b>	<b>\$758,728.46</b>	<b>\$565,151.51</b>	<b>25.51%</b>

\*Encumbrances for Contractual Services: California State University, Sacramento for Senior Safe Mobility Summit II in the amount of \$94,297.18 (7/1/07); Ogilvy Public Relations for DVD/Public Service Announcement production in the amount of \$133,140.00 (9/10/07).

\*\*Purchase requisitions were submitted on September 25, 2007. A total of \$26,273.62 was obligated for FFY-1.

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**SENIORS SAFE AND MOBILE**  
**APRIL – JUNE 2008**

**PROJECT IDENTITY**

PS0707

**PERFORMANCE MEASURES**

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**GOALS:**

- 1. To implement a minimum of two action items from the 2002 Older Adults and Traffic Safety (OATS) Task Force by July 31, 2008.**

**Progress:**

**2002 OATS Task Force**

<b>Action Items</b>	<b>Implementation</b>
<b>1.</b>	
<b>2.</b>	

**On schedule.** The Department will implement a minimum of two action items from the 2002 OATS Task force by July 31, 2008.

- 2. To provide results comparing the initial senior traffic safety and mobility surveys to post-surveys depicting increased education and awareness in the Final Report by September 30, 2008.**

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<sup>1</sup> As appropriate, this report reflects any revisions to the project agreement approved by OTS. Also, significant changes (in either content or format) to the previous report will be indicated by gray shading (or by yellow highlighting if the report is printed in color). The first quarterly report submitted for a project will contain no shading/highlighting.

**Progress: On schedule.** The Department will provide results comparing the initial senior traffic safety and mobility surveys to post-surveys depicting increased education and awareness in the Final Report by September 30, 2008.

**OBJECTIVES:**

1. **To conduct a language assessment of the project's service area to determine needs for materials in languages other than English by December 31, 2006.<sup>2</sup>**

**Progress:**

**Language Assessment**

Date Due	Date Completed	Languages Identified
12-31-06	12-18-06	English

**Accomplished.** The language assessment indicates that English is the principle language statewide. Therefore, educational items will be produced in English.

2. **To issue an operational plan<sup>3</sup> establishing the method of operation, the policies applicable to carry out the grant program to all California Highway Patrol (CHP) field Divisions, and submit a copy to the Office of Traffic Safety (OTS) by December 31, 2006.**

**Progress:**

**Operational Plan**

Due Date	Date Submitted
12-31-06	2-15-07

**Not accomplished.** Deadline missed. Due to the delay in spending approval, this objective was not accomplished until February 15, 2007.

3. **To establish a contract for initial and post-surveys development by March 31, 2007.**

**Progress:**

**Not accomplished.** Deadline missed. Due to the delay in spending approval, negotiations with California State University, Sacramento (CSUS) to develop the pre and post-surveys did not meet the deadline. The CHP met with CSUS to discuss the surveys on March 16, 2007. The contract was established during the April through June 2007 reporting period.

<sup>2</sup> Project materials will accommodate identified needs.

<sup>3</sup> The operational plan will contain a strategic distribution of allocated overtime hours.

4. To establish the contract for a digital video disk (DVD) and video production by March 31, 2007.

Progress:

**DVD and Video Production Contract**

Date Contract Request Submitted	Contract Establishment Due Date	Copy of Executed Contract Sent to OTS
/ /	3-31-07	/ /

**Not accomplished.** Deadline missed. This objective was delayed due to the expiration of the Department's media contract. The Department received an extension to its media contract with Ogilvy. A meeting was held on June 26, 2007, with Ogilvy to discuss requirements for the DVD and video production. The DVD was finalized on October 18, 2007, and officially released to the public on December 18, 2007, during a press conference at the Ethel Hart Senior Center in Sacramento.

5. To establish a contract with the California State University, Sacramento (CSUS) to conduct a seniors safe and mobile symposium by April 30, 2007.

Progress:

**CSUS Foundation Contract for Symposium**

Date Contract Request Submitted	Contract Establishment Due Date	Copy of Executed Contract Sent to OTS
3-1-07	4-30-07	9-18-07

**Not accomplished.** Deadline missed. The CHP Contract Management Unit submitted the contract to CSUS on June 26, 2007, for signature. The contract was signed and submitted to OTS on September 18, 2007.

6. To conduct traffic safety and mobility surveys at two identified senior communities in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.
7. To conduct post traffic safety and mobility surveys at two identified senior communities in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.



**Progress:**

**Traffic Safety and Mobility Surveys**

<b>Division/Senior Communities</b>	<b>Pre-Survey Date</b>	<b>Post-Survey Date</b>
	<b>Due Date: 7-31-08</b>	<b>Due Date: 7-31-08</b>
<b>Northern Division</b>		
1. Yreka Home Health	10/2/07	10/2/07
2. Redding Senior Nutrition Center	11/21/07	11/21/07
<b>Valley Division</b>		
1. Auburn Senior Community	11/13/07	11/13/07
2. Stockton Senior Community	11/14/07	11/14/07
<b>Golden Gate Division</b>		
1. Central Park Senior Community	8-9-07	8-9-07
2. Twin Pines Senior Community	8-28-07	8-28-07
<b>Central Division</b>		
1. Madera Retirement Senior Community	10/18/07	10/18/07
2. Sierra Heartland Senior Community	10/26/07	10/26/07
<b>Southern Division</b>		
1. South Pasadena Senior Center	10/11/07	10/11/07
2. Glendale Senior Center	10/16/07	10/16/07
<b>Border Division</b>		
1. Chula Vista Senior Community	7/13/07	7/13/07
2. Spring Valley Senior Community	7/19/07	7/19/07
<b>Coastal Division</b>		
1. <b>Senior Community</b>	/ /	/ /
2. <b>Senior Community</b>	/ /	/ /
<b>Inland Division</b>		
1. Olympic Pacifica Senior Community	9/11/07	09/11/07
2. University Mobile Home Park	9/17/07	09/17/07

**On schedule.** Survey forms were finalized by CSUS on May 21, 2007. Formal CHP Executive Management approval to distribute the survey forms to field Divisions was received on June 12, 2007. Field Divisions grant coordinators received formal notification in June 2007. The coordinators are instructing their respective CHP Area Public Affairs personnel in survey procedures. With the exception of Coastal Division, seven CHP field Divisions have completed this objective. **CSUS is awaiting information on how to compile the statistical information from the surveys.**

8. **To establish a Mobility Workgroup under the auspices of the OCTS Task Force by March 31, 2007.**

**Progress: Accomplished.** The Mobility Workgroup was established in February 2006. The workgroup had its first meeting in Sacramento on February 15, 2006. This workgroup was convened under the OTS grant Project Agreement, Older Drivers Driving Safer and Longer, PS0616.



9. **Under contractual agreement, conduct a seniors safe and mobile symposium by December 31, 2007.**

**Progress: Accomplished.** Senior Safe Mobility Summit II was held at the Sacramento Hilton Arden Hotel on October 16-17, 2007. The summit was a success as evidenced by the numerous positive comments received from the over 100 attendees. Many of the attendees indicated they would attend a subsequent summit should it be offered next year.

10. **To coordinate, select locations, and hold a minimum of two Mobility Workgroup meetings by September 30, 2007, and a minimum of two additional meetings by July 31, 2008.**

**Progress:**

**Mobility Workgroup Meetings**

Meetings	Location	Date
1	Sacramento/Teleconference	3-7-07
2	Sacramento/Teleconference	3-29-07
3	Sacramento/Teleconference	5-15-07
4	Sacramento/Teleconference	01-08-08

**Accomplished.** The Mobility Workgroup initiated in PS0616, met on seven occasions from February through December 2006. For this project, the Department will hold a minimum of two Mobility Workgroup meetings by September 30, 2007, and a minimum of two additional meetings by July 31, 2008.

11. **To conduct a minimum of eight older adult safety/mobility presentations by September 30, 2007, and a minimum of eight additional presentations by July 31, 2008.**

**Progress:**

**Older Adult Safety/Mobility Presentations**

Meetings	Location	Date
<b>Thru 9-30-07</b>		
1	2007 Office of Traffic Safety Summit, "Embracing the Mature Driver" Session, San Diego	4-10-07
2	CHP Public Affairs Officers' Conference, Pasadena	4-17-07
3	Aging, Driving and Safe Mobility, Center for Healthy Aging, Santa Monica	4-10-07

**Older Adult Safety/Mobility Presentations (continued)**

<b>Meetings</b>	<b>Location</b>	<b>Date</b>
<b>Thru 9-30-07</b>		
<b>4</b>	Senior Injury Prevention Conference, Alameda County Health Department, Oakland	5-10-07
<b>5</b>	Senior Transportation Forum, Riverside County Office on Aging, Cabazon, California	5-17-07
<b>6</b>	Dementia and Driving Forum, Davis Senior Center, Davis	5-23-07
<b>7</b>	CarFit Event, Safety Center, Inc., Sacramento	5-24-07
<b>8</b>	California Congress of Seniors, Long Beach	6-25-07
<b>9</b>	Davis Senior Transportation Fair	9-19-07
<b>10</b>	Yolo County Aging Summit	9-20-07
<b>Thru 7-31-08</b>		
<b>1</b>	CarFit Event, Lafayette Senior Center	10-14-07
<b>2</b>	CarFit Event, Safety Center, Inc., Sacramento	10-25-07
<b>3</b>	Lucerne Senior Center	11-19-07
<b>4</b>	Pioneer Towers, Sacramento	12-12-07
<b>5</b>	Yolo County Triad Task Force	1-4-08
<b>6</b>	Yuba City Senior Recreation Center	2-6-08
<b>7</b>	International Conference on Aging, Disability, and Independence	2/21-23/08
<b>8</b>	Retired California Employees' Association	3-4-08
<b>9</b>	Yolo County Triad Task Force/Senior Commission	3-5-08

**Accomplished.** The Department exceeded the federal fiscal year (FFY)-1 objective to conduct a minimum of eight older adult safety/mobility presentations by September 30, 2007, and exceeded the minimum of eight presentations by July 31, 2008.

**12. To conduct a public awareness campaign to include:**

- a. Issuance of a press release announcing the “kick-off” of the project by December 31, 2006.**

**Progress:**

**Press Release – Project Kick-Off**

Due Date	Date Sent To GMU <sup>4</sup>	Date Sent to OMR <sup>5</sup>	Date of OMR Approval	Date Issued
12-31-06	12-19-06	12-19-06	12-22-06	12-30-06

**Accomplished.** The press release announcing the kick-off of the project was released on December 30, 2006.

- b. **Distribution of education items and/or promotional items at four events at appropriate venues<sup>6</sup> by September 30, 2007, and an additional four events by July 31, 2008.**

**Progress:**

**Education Items and/or Promotional Items**

Items Selected	Date Procured	Date 3 Samples Sent To OTS
Pill Boxes	__/__/__	__/__/__
“Awareness” Car Magnets	__/__/__	__/__/__
Jar Openers	__/__/__	__/__/__
Memo Pad and Pen Sets	__/__/__	__/__/__

**Not accomplished.** Deadline missed. Education items and/or promotional items were not procured in time to distribute at four events by September 30, 2007; however, the Department anticipates accomplishing the distribution at four events by July 31, 2008. Items were requisitioned on September 25, 2007, however all procurement items have been placed on hold pending the testing for toxic materials to ensure compliance with EPA requirements.

<sup>4</sup> Grants Management Unit

<sup>5</sup> Office of Media Relations

<sup>6</sup> Promotional incentive items may include key rings, badges, T-shirts, hats, wristbands, etc. Educational materials may include bumper stickers, posters, stickers, poster and essay contests, pledges, books, press kits, pamphlets, etc. The traffic safety message will be project-related. Planned venues for distribution include traffic safety presentations, community events, CHP informational booths, etc.

- c. To conduct at least one public affairs officer (PAO) presentation per CHP Field Division, per quarter, during the Program Operations Phase by July 31, 2008.

Progress:

**PAO Presentations**

<b>Quarter</b>	<b>Date/Location</b>	<b>Number of Attendees</b>
<b>January – March 2007</b>		
CHP Division 301	Napa (radio interview) and Vacaville (2)	50
<b>April – June 2007</b>		
CHP Division 301	Vallejo (3), San Jose (2), Santa Clara, San Francisco	200
<b>July – September 2007</b>		
CHP Division 101	Clear Lake: Senior Center. Yreka: Montague Balloon Festival with FMC Health Fair; Siskiyou County Fair	10,000
CHP Division 201	Amador AARP; Auburn MAC; Horseshoe Bar MAC; CHP Grass Valley Area; UC Med Center; Carmichael Elks Lodge; Lincoln Village; PG&E; Costco	2,000
CHP Division 301	Redwood City; San Mateo; Vallejo; Vacaville	100
CHP Division 401	Sierra Heartland Home – Clovis; Yosemite Manor – Madera; Mariposa County Fair.	465
CHP Division 501	El Centro De Ayuda; Kiwanis Club/Santa Fe Springs City Hall; Westminster–Harley Davidson; Harbor Chevrolet; Long Beach Memorial; Denny’s Restaurant - Van Nuys	182
CHP Division 601	Spring Valley Retirement Center; El Cajon Area; Orange County; AARP	110
<b>October – December 2007</b>		
CHP Division 101	Orland Senior Center; Hamilton Outreach Center; Radio program in Mount Shasta; Siskiyou Home Health Services; Clear Lake Senior Center; Lakeport Center; Mendocino College; Wal-Mart; Lassen Senior Services; Area 12 Agency on Aging; Home Health Agency in Siskiyou County; Etna’s Veterans Day Parade	2,655

**PAO Presentations (Continued)**

<b>Quarter</b>	<b>Date/Location</b>	<b>Number of Attendees</b>
CHP Division 201	Foresthill MAC; West Placer MAC; Penryn MAC; AT&T; PG&E; Roadster Car Show; Costco; Taft Community Center; Linden Community Center	2,250
CHP Division 301	South San Francisco; Rio Vista; Millbrae; Menlo Park; San Mateo; Vacaville	209
CHP Division 401	Olive Knolls Church-Bakersfield; Sierra Heartland-Clovis; Madera Retirement Center; Ted C. Wills Center; Learning Center; Mosqueda Center; Pinedale Center; Mary E. Brown Center; Yosemite Gardens Retirement Center; Hampshire Retirement Home-Merced; Pine Tree Restaurant-Sonora; Pixley RV Park	570
CHP Division 501	Altadena Senior Center; Sparr Heights Senior Center-Glendale; Pasadena Senior Center; Glendale Senior Center; Glenoaks Senior Center-Glendale; South Pasadena Senior Center; Palmdale Senior Center; Veterans' Appreciation Day-Los Angeles; Hammel Street School-Los Angeles; Castaic Sports Complex	595
CHP Division 601	Scripps Mercy Medical Center-Chula Vista; UC San Diego Medical Center; Kiwanis Club-Santa Ana; KUSI Radio; Orange County Vintage Car Show	300
CHP Division 701	Capitola City Council; AARP-Oceano; AARP-Pismo Beach; PSA on KSLY and KJUG; Buellton Electrical School; Gracious Living-Simi Valley	160+
CHP Division 801	Redlands - Marie Callendars; City of Montclair; City of Ontario; various employee service organizations	160

### PAO Presentations (Continued)

<b>January – March 2008</b>		
CHP Division 101	Humboldt-Fortuna Senior Services, Yreka-Scott Valley Rotary	81
CHP Division 201	Amador AARP, Horseshoe Bar MAC, Foresthill MAC, Newcastle MAC, Grass Valley Chevron Club, Autorama, Carmichael Chamber meeting, Fair Oaks Chambers meeting, Placerville AARP, South Lake Tahoe, Thorton Community, Taft Community.	2800
CHP Division 301	Pacifica	25
CHP Division 401	Kern County Fair Grounds, Coalinga CHP Office, Pine Tree Restaurant in Sonora	20,090
CHP Division 501	Armenian Relief Society Services, Gas Company/Azusa Station, Hacienda Heights Kiwanis Club, Palmdale Senior Center, Centro Estrella Retirement Home, Cerritos Lions Club and Whittier Soroptomist Club	261
CHP Division 601	E. County Hospitality Assoc., Ramona Kiwani's, Alpine Kiwani's, Pilot RV Park, Quechan/Ft. Yuma Tribe	250
CHP Division 701	AARP Oceano, AARP Pismo Beach, The Palms Senior Center, KSLY Radio, First Presbyterian Church of Santa Barbara	100
CHP Division 801	Negative report.	0
<b>April – June 2008</b>		
<b>CHP Division 101</b>	Yreka – (Radio Show talking about program); Humboldt – (McKinlyville Senior Services); Ukiah – (Redwood Valley Tribal Health)	<b>General Population; 11; 20</b>
<b>CHP Division 201</b>	<b>Fortune Festival in South Sacramento,</b> Amador AARP, Horseshoe Bar MAC, Foresthill MAC, Newcastle MAC, Butte County Fair, Grass Valley Office, Grass Valley Baptist Church, Fair Oaks Chamber, EDH Senior Center, EDH Town Hall Center, Riverside Church, Sky Parkway Assoc., Linden MAC, CA Cougar Night, Stockton Asparagus, Waterloo Comm. Mtg., Thornton	<b>3000+</b>

	Comm Mtg.	
CHP Division 301	Solano and San Francisco	44
CHP Division 401	Kern Valley Exchange Club, Rotary Club R.V Rally, Cal Trans Manchester Mall, Fresno State Softball/Public Safety Day, Table Mt. Rancheria/Health Fair, Wal-Mart in Clovis, Merced County Fair, Yosemite Manor, Cedar Creek Senior Center, Madera Housing Authority Meeting, Pine Tree Restaurant for the Kiwanis Club, The Hampshire Retirement Home in Merced.	575
CHP Division 501	Latino Family Center in Montebello, Rowan Elementary Community Resources, SCE Retirees wellness day at Palms Resort in Industry, Senior Safe and Mobile presentation at Montebello DMV, Delta Senior Center in Los Angeles.	191
CHP Division 601	Hemet West Mobilehome Park, Panorama Country Club, Colonial Country Club, Four Seasons.	380
CHP Division 701	Prunedale Senior Center, Prunedale Grange Hall, Palms Senior Residence, Santa Barbara Yacht Club, Moorpark Active Adult Center	113
CHP Division 801	Trona Senior Center	30

## 2<sup>ND</sup> Quarter 2008: Number of Presentations by Division

Northern Division (101):	3
Valley Division (201):	25
Golden Gate Division (301):	3
Central Division (401):	12
Southern Division (501):	5
Border Division (601):	4



Coastal Division (701): 7

Inland Division (801): 1

Statewide Total: 60

**d. Issuance of a post-project press release by July 31, 2008.**

**Progress:**

**Post-Project Press Release**

Due Date	Date Sent to GMU	Date Sent to OMR	Date of OMR Approval	Date Issued
7-31-08	__/__/__	__/__/__	__/__/__	__/__/__

**On schedule.** The Department will issue a post-project press release by July 31, 2008.

**e. To produce an older driver safety instructional DVD (two-thirds), and video (one-third) by September 30, 2007, and distribute at appropriate venues by July 31, 2008.**

**Progress: Not accomplished.** Deadline missed. Due to media contract expiring, the production of the older driver safety instructional DVD/video could not be initiated until late June 2007, with production beginning in mid-September 2007. The DVD was finalized on October 18, 2007, and officially released to the public on December 18, 2007, during a press conference at the Ethel Hart Senior Center in Sacramento. The DVD has been delivered to 500+ senior centers in California, 33 Area Agencies on Aging, and several other older adult stakeholder organizations throughout California. Additionally, the DVD has been posted on the CHP Website for public viewing.

**13. To produce public service announcements (PSAs) and paid media ads by September 30, 2007, and air by June 30, 2008.**

**PSAs and Paid Media Ads**

PSAs and Paid Media Ads	Produced Date	Aired Date
"Taking Charge" 30-second spot	09/30/07	10/08/07
	__/__/__	__/__/__

**Progress: On schedule.** Production of the PSA was previewed on September 25, 2007, and completed on September 30, 2007. The 30-second spot produced from the "Taking



Charge” DVD was aired by KVIE, Channel 6, in the Sacramento vicinity during the week of October 8, 2007.

**14. To describe and assess separately the effectiveness of “paid and donated” TV/radio airtime messages by providing:**

- a. Number of PSAs produced.**
- b. Subject of each PSA.**
- c. Number of airings for each PSA.**
- d. Total size of audience reached.**
- e. Total cost or donated value.**

**PSAs**

<b># Produced</b>	<b>Subject</b>	<b># of Airings</b>	<b>Size of Audience</b>	<b>Cost or Donated Value</b>
One	Senior Safe Mobility, KOVR13, Sacramento	15	135,000	\$1,200
One	Senior Safe Mobility – KOVR 13, Sacramento	79	2,053,000	\$35,780
One	Senior Safe Mobility – KOVR13, Sacramento “Drive to Beat the Flu” Community Event	28 – 30 second spots; 2 – 2 minute segments on Good Day Sacramento; 2 x 2 minute segments on Evening News; 1 x 1 minute segment on 4pm news	308,000	\$18,600
One	Senior Safe Mobility – “Run to Feed the Hungry”	34 bonus spot schedule; logo on official t-shirt; logo on start line banner; logo featured on official Web site	321,000 16,000 attendees	\$15,000
One	Senior Safe Mobility – KPIX5-San Francisco	195	5,032,000	\$130,025
1 x 5 second segment; 1 x 15 second	Senior Driving Safety – KPIX5 San	21 x 5 second billboards; 10 x 15 second promos for segment; 1 x 5 minute	183,000	\$51,000

segment; 1 x 5 minute segment	Francisco	segment		
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**Progress: Accomplished.** The 30-second spot produced from the “Taking Charge” DVD was aired by KVIE, Channel 6, on 15 occasions in the Sacramento vicinity during the week of October 8, 2007. The 30-second spot was also aired by KOVR13 on 79 occasions in the Sacramento region from October 9 through 31, 2007. Additionally, senior safe mobility messages were included in a “Drive to Beat the Flu Clinic” sponsored by KOVR13 on October 19, 2007, in Sacramento. The airings are outlined in the above table. Another community event sponsored by KOVR13, “Run to Feed the Hungry,” held on November 22, 2007, highlighted senior safe mobility messages. The airings are also outlined in the above table.

In addition to KPIX5 airing the 30-second spot on senior safe mobility in the San Francisco Bay Area on 195 occasions from October 9 through 28, 2007, KPIX5 also produced a five-minute segment on senior driving safety which aired on October 24, 2007.

15. **To describe and assess separately the effectiveness of “paid and donated” printed messages by providing:**
- Number of messages produced.**
  - Subject of each message.**
  - Number of printings for each message.**
  - Total size of audience reached.**
  - Total cost or donated value.**

#### Printed Messages

# Produced	Subject	# of Printings	Size of Audience	Cost or Donated Value
One - 3 sizes (160x600; 300x250; 728x90)	Senior Safe Mobility – promotion of the “Drive to Beat the Flu”	One – placed on the Internet	40,197	\$2,000
One – 4 sizes (320x240; 160x600; 300x250; 728x90)	Senior Safe Mobility – promotion of “Run to Feed the Hungry”	One – placed on the Internet	45,213	\$2,000

**Progress: Accomplished.** The method of using printed information on the Internet was employed as an alternative to traditional print media. As the size of the audience box

indicates in the table above, over 85,000 people viewed the senior safe mobility information associated with the public event announcements.

## **PROGRESS FOR THE QUARTER**

Since receiving OTS funding approval on January 31, 2007, the Department has endeavored to meet objective due dates. However, as indicated in this quarterly report, the delay has impacted accomplishment of some objectives. The Department continues to strive to meet project goals and objectives.

The Office of Primary Interest for this grant changed on March 1, 2008. The project is now facilitated by the CHP's Office of Community Outreach and Recruitment (OCOR). OCOR's experience with outreach efforts will have a positive impact on the project goals and the Department's accompanying older driver program which provides expanded education and outreach to California's senior population.

Meeting information (included as reference only):

### Older Californian Traffic Safety (OCTS) Task Force Meetings

February 20, 2007, CHP Academy, West Sacramento (previously unreported in 2<sup>nd</sup> Quarter)

May 8, 2007, Sacramento Regional Public Safety Training Center, McClellan

August 14, 2007, Prison Industry Authority, Sacramento

December 12, 2007, Prison Industry Authority, Sacramento

February 5, 2008, Prison Industry Authority, Sacramento

June 2, 2008, Prison Industry Authority, Sacramento

### Workgroup Meetings (1<sup>st</sup> Quarter) 2007

Aging Services, Teleconference – February 14, 2007 (previously unreported in 2<sup>nd</sup> Quarter)

Mobility, Paratransit, Inc., Sacramento – March 7, 2007

Mobility, Paratransit, Inc., Sacramento – March 29, 2007

### Workgroup Meetings (2<sup>nd</sup> Quarter) 2007

Mobility, Paratransit, Inc., Sacramento – May 15, 2007

Aging Services, Teleconference – June 4, 2007

### Workgroup Meetings (3<sup>rd</sup> Quarter) 2007

Aging Services, Teleconference – July 12, 2007

Aging Services, Teleconference – August 9, 2007

### Workgroup Meetings (4<sup>th</sup> Quarter) 2007

Aging Services, Teleconference – October 2, 2007

Transportation Safety, Caltrans Royal Oaks Facility – November 30, 2007

Aging Services Teleconference – December 4, 2007

Workgroup Meetings (1<sup>st</sup> Quarter) 2008

Mobility, Paratransit, Inc., Sacramento – January 8, 2008

Transportation Safety, Sacramento – February 26, 2008

Aging Services, Teleconference – March 11, 2008

Public Information, Teleconference – March 17, 2008

Workgroup Meetings (2<sup>nd</sup> Quarter) 2008

Transportation Safety, Teleconference – April 22, 2008

Law Enforcement Services, Sacramento – May 6, 2008

Transportation Safety, Teleconference – June 25, 2008

**OVERTIME USAGE<sup>7</sup>**

Position	Total Hours Budgeted	Hours Used Thru Current Report	FFY 1 10/1/06 9/30/07 Hrs Used	FFY 2 10/1/07 7/31/08 Hrs Used	Hours Remaining	Percentage Remaining	Usage On Schedule? (YES/NO)
Sergeant	40	12	8	4	28	70%	NO
Officer	466	268	146	122	198	42%	NO
Retired Annuitants at Associate Governmental Program Analyst (AGPA) Rate	0	0	0	0	0	0%	YES
Research Analyst II	0	0	0	0	0	0%	YES
AGPA	170	116.3	70	46.3	53.7	32%	NO
Staff Services Analyst	128	31.4	28	3.4	96.6	75%	NO
Clerical Support	99	151	49	102	0	0%	YES
Graphic Designer III/ Photographer	0	0	0	0	0	0%	YES

**TOTAL EXPENDITURES FOR PERSONNEL**

<sup>7</sup> Overtime use is reported for uniformed personnel through the Fair Labor Standards Act (FLSA) period ending **January 20, 2008**, and for nonuniformed personnel through the pay period ending **January 30, 2008**. Per the instructions contained in Attachment E, if data on usage of overtime hours is unavailable, explain why and replace the "Overtime Usage" table with the "Total Expenditures For Personnel" table shown. Insert figures derived from the most recent accounting ledger for "Total Budgeted" and "Expended Thru (Month)."

Total Budgeted	Expended Thru (January 2008)	Percentage Remaining	Usage On Schedule? (YES/NO)
\$177,355.00	\$27,139.06	47%	NO

## BUDGET STATUS REPORT

### SENIORS SAFE AND MOBILE

April – June 2008

OPI Primary Coordinator: **Officer Jasper Begay**

Phone: (916) 657-8810

OPI Alternate Coordinator: **Sergeant George Berrios**

Phone: (916) 657-8810

Location Code: **015**

Special Project Code: **644**

Project Period: **10/1/06 through 7/31/08**

Program Operations Phase: **1/1/07 through 7/31/08**

Final Report Due Date to GMU: **9/30/08**

## BUDGET STATUS

Budget Category	Budgeted Amount	Expended Thru Current Quarter	Percentage Remaining
Personnel Costs (from accounting ledger; data 1-2 months in arrears)	\$51,365.08.	\$23,096.34	44.97%
Travel Expense	\$19,009.67	\$9.67	99.9%
Contractual Services	\$486,497.18	\$474,094.38*	2.55%
Equipment	N/A	N/A	N/A
Other Direct Costs	\$201,856.53	62,778.72**	68.90%
<b>Total Project</b>	<b>\$758,728.46</b>	<b>\$565,151.51</b>	<b>25.51%</b>

\*Encumbrances for Contractual Services: California State University, Sacramento for Senior Safe Mobility Summit II in the amount of \$94,297.18 (7/1/07); Ogilvy Public Relations for DVD/Public Service Announcement production in the amount of \$133,140.00 (9/10/07).

\*\*Purchase requisitions were submitted on September 25, 2007. A total of \$26,273.62 was obligated for FFY-1.

**QUARTERLY REPORT<sup>1</sup>**  
**SENIORS SAFE AND MOBILE**  
**JULY 1, 2008 – JULY 31, 2008**

**PROJECT IDENTITY**

PS0707

**PERFORMANCE MEASURES**

In compliance with Office of Traffic Safety (OTS) guidelines, this report is identified as covering a conventional calendar quarter. However, due to difficulties associated with gathering data consistent with the report time frame, some data may reflect a period other than the conventional calendar quarter. If this is the case, the reporting period has been identified.

**PLEASE NOTE: Preliminary work on this grant is underway. This may result in delays to goals and objectives that require funding. Spending approval from OTS was granted on January 31, 2007. As a result of the late approval, some objectives could not be accomplished within the established time frames during this reporting period.**

**GOALS:**

- 1. To implement a minimum of two action items from the 2002 Older Adults and Traffic Safety (OATS) Task Force by July 31, 2008.**

**Progress:**

**2002 OATS Task Force**

<b>Action Items</b>	<b>Implementation</b>
<b>1. Item #2</b>	<b>04-15-08</b>
<b>2. Item #6</b>	<b>04-15-08</b>

**On schedule.** The Department will implement a minimum of two action items from the 2002 OATS Task force by July 31, 2008.

- 2. To provide results comparing the initial senior traffic safety and mobility surveys to post-surveys depicting increased education and awareness in the Final Report by September 30, 2008.**

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<sup>1</sup> As appropriate, this report reflects any revisions to the project agreement approved by OTS. Also, significant changes (in either content or format) to the previous report will be indicated by gray shading (or by yellow highlighting if the report is printed in color). The first quarterly report submitted for a project will contain no shading/highlighting.

**Progress: On schedule.** The Department will provide results comparing the initial senior traffic safety and mobility surveys to post-surveys depicting increased education and awareness in the Final Report by September 30, 2008.

## **OBJECTIVES:**

- 1. To conduct a language assessment of the project's service area to determine needs for materials in languages other than English by December 31, 2006.<sup>2</sup>**

### **Progress:**

#### **Language Assessment**

<b>Date Due</b>	<b>Date Completed</b>	<b>Languages Identified</b>
12-31-06	12-18-06	English

**Accomplished.** The language assessment indicates that English is the principle language statewide. Therefore, educational items will be produced in English.

- 2. To issue an operational plan<sup>3</sup> establishing the method of operation, the policies applicable to carry out the grant program to all California Highway Patrol (CHP) field Divisions, and submit a copy to the Office of Traffic Safety (OTS) by December 31, 2006.**

### **Progress:**

#### **Operational Plan**

<b>Due Date</b>	<b>Date Submitted</b>
12-31-06	2-15-07

**Not accomplished.** Deadline missed. Due to the delay in spending approval, this objective was not accomplished until February 15, 2007.

- 3. To establish a contract for initial and post-surveys development by March 31, 2007.**

### **Progress:**

**Not accomplished.** Deadline missed. Due to the delay in spending approval, negotiations with California State University, Sacramento (CSUS) to develop the pre and post-surveys did not meet the deadline. The CHP met with CSUS to discuss the surveys on March 16, 2007. The contract was established during the April through June 2007 reporting period.

<sup>2</sup> Project materials will accommodate identified needs.

<sup>3</sup> The operational plan will contain a strategic distribution of allocated overtime hours.



4. To establish the contract for a digital video disk (DVD) and video production by March 31, 2007.

Progress:

**DVD and Video Production Contract**

<b>Date Contract Request Submitted</b>	<b>Contract Establishment Due Date</b>	<b>Copy of Executed Contract Sent to OTS</b>
09/11/07	3-31-07	09/30/07

**Not accomplished.** Deadline missed. This objective was delayed due to the expiration of the Department's media contract. The Department received an extension to its media contract with Ogilvy. A meeting was held on June 26, 2007, with Ogilvy to discuss requirements for the DVD and video production. The DVD was finalized on October 18, 2007, and officially released to the public on December 18, 2007, during a press conference at the Ethel Hart Senior Center in Sacramento.

5. To establish a contract with the California State University, Sacramento (CSUS) to conduct a seniors safe and mobile symposium by April 30, 2007.

Progress:

**CSUS Foundation Contract for Symposium**

<b>Date Contract Request Submitted</b>	<b>Contract Establishment Due Date</b>	<b>Copy of Executed Contract Sent to OTS</b>
3-1-07	4-30-07	9-18-07

**Not accomplished.** Deadline missed. The CHP Contract Management Unit submitted the contract to CSUS on June 26, 2007, for signature. The contract was signed and submitted to OTS on September 18, 2007.

6. To conduct traffic safety and mobility surveys at two identified senior communities in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.
7. To conduct post traffic safety and mobility surveys at two identified senior communities in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.



**Progress:**

**Traffic Safety and Mobility Surveys**

<b>Division/Senior Communities</b>	<b>Pre-Survey Date</b>	<b>Post-Survey Date</b>
	<b>Due Date: 7-31-08</b>	<b>Due Date: 7-31-08</b>
<b>Northern Division</b>		
1. Yreka Home Health	10/2/07	10/2/07
2. Redding Senior Nutrition Center	11/21/07	11/21/07
<b>Valley Division</b>		
1. Auburn Senior Community	11/13/07	11/13/07
2. Stockton Senior Community	11/14/07	11/14/07
<b>Golden Gate Division</b>		
1. Central Park Senior Community	8-9-07	8-9-07
2. Twin Pines Senior Community	8-28-07	8-28-07
<b>Central Division</b>		
1. Madera Retirement Senior Community	10/18/07	10/18/07
2. Sierra Heartland Senior Community	10/26/07	10/26/07
<b>Southern Division</b>		
1. South Pasadena Senior Center	10/11/07	10/11/07
2. Glendale Senior Center	10/16/07	10/16/07
<b>Border Division</b>		
1. Chula Vista Senior Community	7/13/07	7/13/07
2. Spring Valley Senior Community	7/19/07	7/19/07
<b>Coastal Division</b>		
1. _____ Senior Community	/ /	/ /
2. _____ Senior Community	/ /	/ /
<b>Inland Division</b>		
1. Olympic Pacifica Senior Community	9/11/07	09/11/07
2. University Mobile Home Park	9/17/07	09/17/07

**On schedule.** Survey forms were finalized by CSUS on May 21, 2007. Formal CHP Executive Management approval to distribute the survey forms to field Divisions was received on June 12, 2007. Field Divisions grant coordinators received formal notification in June 2007. The coordinators are instructing their respective CHP Area Public Affairs personnel in survey procedures. With the exception of Coastal Division, seven CHP field Divisions have completed this objective.

**8. To establish a Mobility Workgroup under the auspices of the OCTS Task Force by March 31, 2007.**

**Progress: Accomplished.** The Mobility Workgroup was established in February 2006. The workgroup had its first meeting in Sacramento on February 15, 2006. This workgroup was convened under the OTS grant Project Agreement, Older Drivers Driving Safer and Longer, PS0616.

9. **Under contractual agreement, conduct a seniors safe and mobile symposium by December 31, 2007.**

**Progress: Accomplished.** Senior Safe Mobility Summit II was held at the Sacramento Hilton Arden Hotel on October 16-17, 2007. The summit was a success as evidenced by the numerous positive comments received from the over 100 attendees. Many of the attendees indicated they would attend a subsequent summit should it be offered next year.

10. **To coordinate, select locations, and hold a minimum of two Mobility Workgroup meetings by September 30, 2007, and a minimum of two additional meetings by July 31, 2008.**

**Progress:**

**Mobility Workgroup Meetings**

Meetings	Location	Date
1	Sacramento/Teleconference	3-7-07
2	Sacramento/Teleconference	3-29-07
3	Sacramento/Teleconference	5-15-07
4	Sacramento/Teleconference	01-08-08

**Accomplished.** The Mobility Workgroup initiated in PS0616, met on seven occasions from February through December 2006. For this project, the Department will hold a minimum of two Mobility Workgroup meetings by September 30, 2007, and a minimum of two additional meetings by July 31, 2008.

11. **To conduct a minimum of eight older adult safety/mobility presentations by September 30, 2007, and a minimum of eight additional presentations by July 31, 2008.**

**Progress:**

**Older Adult Safety/Mobility Presentations**

Meetings	Location	Date
<b>Thru 9-30-07</b>		
1	2007 Office of Traffic Safety Summit, "Embracing the Mature Driver" Session, San Diego	4-10-07
2	CHP Public Affairs Officers' Conference, Pasadena	4-17-07
3	Aging, Driving and Safe Mobility, Center for Healthy Aging, Santa Monica	4-10-07

**Older Adult Safety/Mobility Presentations (continued)**

<b>Meetings</b>	<b>Location</b>	<b>Date</b>
<b>Thru 9-30-07</b>		
<b>4</b>	Senior Injury Prevention Conference, Alameda County Health Department, Oakland	5-10-07
<b>5</b>	Senior Transportation Forum, Riverside County Office on Aging, Cabazon, California	5-17-07
<b>6</b>	Dementia and Driving Forum, Davis Senior Center, Davis	5-23-07
<b>7</b>	CarFit Event, Safety Center, Inc., Sacramento	5-24-07
<b>8</b>	California Congress of Seniors, Long Beach	6-25-07
<b>9</b>	Davis Senior Transportation Fair	9-19-07
<b>10</b>	Yolo County Aging Summit	9-20-07
<b>Thru 7-31-08</b>		
<b>1</b>	CarFit Event, Lafayette Senior Center	10-14-07
<b>2</b>	CarFit Event, Safety Center, Inc., Sacramento	10-25-07
<b>3</b>	Lucerne Senior Center	11-19-07
<b>4</b>	Pioneer Towers, Sacramento	12-12-07
<b>5</b>	Yolo County Triad Task Force	1-4-08
<b>6</b>	Yuba City Senior Recreation Center	2-6-08
<b>7</b>	International Conference on Aging, Disability, and Independence	2/21-23/08
<b>8</b>	Retired California Employees' Association	3-4-08
<b>9</b>	Yolo County Triad Task Force/Senior Commission	3-5-08

**Accomplished.** The Department exceeded the federal fiscal year (FFY)-1 objective to conduct a minimum of eight older adult safety/mobility presentations by September 30, 2007, and exceeded the minimum of eight presentations by July 31, 2008.

**12. To conduct a public awareness campaign to include:**

- a. Issuance of a press release announcing the “kick-off” of the project by December 31, 2006.**

**Progress:**

**Press Release – Project Kick-Off**

<b>Due Date</b>	<b>Date Sent To GMU<sup>4</sup></b>	<b>Date Sent to OMR<sup>5</sup></b>	<b>Date of OMR Approval</b>	<b>Date Issued</b>
12-31-06	12-19-06	12-19-06	12-22-06	12-30-06

**Accomplished.** The press release announcing the kick-off of the project was released on December 30, 2006.

- b. **Distribution of education items and/or promotional items at four events at appropriate venues<sup>6</sup> by September 30, 2007, and an additional four events by July 31, 2008.**

**Progress:**

**Education Items and/or Promotional Items**

<b>Items Selected</b>	<b>Date Procured</b>	<b>Date 3 Samples Sent To OTS</b>
Pill Boxes	__/__/__	__/__/__
“Awareness” Car Magnets	__/__/__	__/__/__
Jar Openers	__/__/__	__/__/__
Memo Pad and Pen Sets	__/__/__	__/__/__

**Not accomplished.** Deadline missed. Education items and/or promotional items were not procured in time to distribute at four events by September 30, 2007; however, the Department anticipates accomplishing the distribution at four events by July 31, 2008. Items were requisitioned on September 25, 2007, however all procurement items were placed on hold pending the testing for toxic materials to ensure compliance with EPA requirements. All monies for the procurement items were reverted back to OTS.

- c. **To conduct at least one public affairs officer (PAO) presentation per CHP Field Division, per quarter, during the Program Operations Phase by July 31, 2008.**

<sup>4</sup> Grants Management Unit

<sup>5</sup> Office of Media Relations

<sup>6</sup> Promotional incentive items may include key rings, badges, T-shirts, hats, wristbands, etc. Educational materials may include bumper stickers, posters, stickers, poster and essay contests, pledges, books, press kits, pamphlets, etc. The traffic safety message will be project-related. Planned venues for distribution include traffic safety presentations, community events, CHP informational booths, etc.

**Progress:****PAO Presentations**

<b>Quarter</b>	<b>Date/Location</b>	<b>Number of Attendees</b>
<b>January – March 2007</b>		
CHP Division 301	Napa (radio interview) and Vacaville (2)	50
<b>April – June 2007</b>		
CHP Division 301	Vallejo (3), San Jose (2), Santa Clara, San Francisco	200
<b>July – September 2007</b>		
CHP Division 101	Clear Lake: Senior Center. Yreka: Montague Balloon Festival with FMC Health Fair; Siskiyou County Fair	10,000
CHP Division 201	Amador AARP; Auburn MAC; Horseshoe Bar MAC; CHP Grass Valley Area; UC Med Center; Carmichael Elks Lodge; Lincoln Village; PG&E; Costco	2,000
CHP Division 301	Redwood City; San Mateo; Vallejo; Vacaville	100
CHP Division 401	Sierra Heartland Home – Clovis; Yosemite Manor – Madera; Mariposa County Fair.	465
CHP Division 501	El Centro De Ayuda; Kiwanis Club/Santa Fe Springs City Hall; Westminster–Harley Davidson; Harbor Chevrolet; Long Beach Memorial; Denny’s Restaurant - Van Nuys	182
CHP Division 601	Spring Valley Retirement Center; El Cajon Area; Orange County; AARP	110
<b>October – December 2007</b>		
CHP Division 101	Orland Senior Center; Hamilton Outreach Center; Radio program in Mount Shasta; Siskiyou Home Health Services; Clear Lake Senior Center; Lakeport Center; Mendocino College; Wal-Mart; Lassen Senior Services; Area 12 Agency on Aging; Home Health Agency in Siskiyou County; Etna’s Veterans Day Parade	2,655

**PAO Presentations (Continued)**

<b>Quarter</b>	<b>Date/Location</b>	<b>Number of Attendees</b>
CHP Division 201	Foresthill MAC; West Placer MAC; Penryn MAC; AT&T; PG&E; Roadster Car Show; Costco; Taft Community Center; Linden Community Center	2,250
CHP Division 301	South San Francisco; Rio Vista; Millbrae; Menlo Park; San Mateo; Vacaville	209
CHP Division 401	Olive Knolls Church-Bakersfield; Sierra Heartland-Clovis; Madera Retirement Center; Ted C. Wills Center; Learning Center; Mosqueda Center; Pinedale Center; Mary E. Brown Center; Yosemite Gardens Retirement Center; Hampshire Retirement Home-Merced; Pine Tree Restaurant-Sonora; Pixley RV Park	570
CHP Division 501	Altadena Senior Center; Sparr Heights Senior Center-Glendale; Pasadena Senior Center; Glendale Senior Center; Glenoaks Senior Center-Glendale; South Pasadena Senior Center; Palmdale Senior Center; Veterans' Appreciation Day-Los Angeles; Hammel Street School-Los Angeles; Castaic Sports Complex	595
CHP Division 601	Scripps Mercy Medical Center-Chula Vista; UC San Diego Medical Center; Kiwanis Club-Santa Ana; KUSI Radio; Orange County Vintage Car Show	300
CHP Division 701	Capitola City Council; AARP-Oceano; AARP-Pismo Beach; PSA on KSLY and KJUG; Buellton Electrical School; Gracious Living-Simi Valley	160+
CHP Division 801	Redlands - Marie Callendars; City of Montclair; City of Ontario; various employee service organizations	160

### PAO Presentations (Continued)

<b>January – March 2008</b>		
CHP Division 101	Humboldt-Fortuna Senior Services, Yreka-Scott Valley Rotary	81
CHP Division 201	Amador AARP, Horseshoe Bar MAC, Foresthill MAC, Newcastle MAC, Grass Valley Chevron Club, Autorama, Carmichael Chamber meeting, Fair Oaks Chambers meeting, Placerville AARP, South Lake Tahoe, Thorton Community, Taft Community.	2800
CHP Division 301	Pacifica	25
CHP Division 401	Kern County Fair Grounds, Coalinga CHP Office, Pine Tree Restaurant in Sonora	20,090
CHP Division 501	Armenian Relief Society Services, Gas Company/Azusa Station, Hacienda Heights Kiwanis Club, Palmdale Senior Center, Centro Estrella Retirement Home, Cerritos Lions Club and Whittier Soroptomist Club	261
CHP Division 601	E. County Hospitality Assoc., Ramona Kiwani's, Alpine Kiwani's, Pilot RV Park, Quechan/Ft. Yuma Tribe	250
CHP Division 701	AARP Oceano, AARP Pismo Beach, The Palms Senior Center, KSLY Radio, First Presbyterian Church of Santa Barbara	100
CHP Division 801	Negative report.	0
<b>April – June 2008</b>		
CHP Division 101	Yreka – (Radio Show talking about program); Humboldt – (McKinlyville Senior Services); Ukiah – (Redwood Valley Tribal Health)	General Population; 11; 20
CHP Division 201	Fortune Festival in South Sacramento, Amador AARP, Horseshoe Bar MAC, Foresthill MAC, Newcastle MAC, Butte County Fair, Grass Valley Office, Grass Valley Baptist Church, Fair Oaks Chamber, EDH Senior Center, EDH Town Hall Center, Riverside Church, Sky Parkway Assoc., Linden MAC, CA Cougar Night, Stockton Asparagus, Waterloo Comm. Mtg., Thornton	3000+



	Comm Mtg.	
CHP Division 301	Solano and San Francisco	44
CHP Division 401	Kern Valley Exchange Club, Rotary Club R.V Rally, Cal Trans Manchester Mall, Fresno State Softball/Public Safety Day, Table Mt. Rancheria/Health Fair, Wal-Mart in Clovis, Merced County Fair, Yosemite Manor, Cedar Creek Senior Center, Madera Housing Authority Meeting, Pine Tree Restaurant for the Kiwanis Club, The Hampshire Retirement Home in Merced.	575
CHP Division 501	Latino Family Center in Montebello, Rowan Elementary Community Resources, SCE Retirees wellness day at Palms Resort in Industry, Senior Safe and Mobile presentation at Montebello DMV, Delta Senior Center in Los Angeles.	191
CHP Division 601	Hemet West Mobilehome Park, Panorama Country Club, Colonial Country Club, Four Seasons.	380
CHP Division 701	Prunedale Senior Center, Prunedale Grange Hall, Palms Senior Residence, Santa Barbara Yacht Club, Moorpark Active Adult Center	113
CHP Division 801	Trona Senior Center	30
<b>July 1, 2008–July 31, 2008</b>		
CHP Division 101	Budget Constraints.	0
CHP Division 201	Budget Constraints.	0
CHP Division 301	Budget Constraints.	0
CHP Division 401	Budget Constraints.	0
CHP Division 501	Budget Constraints.	0
CHP Division 601	Budget Constraints.	0
CHP Division 701	Budget Constraints.	0
CHP Division 801	Budget Constraints.	0

### **3<sup>rd</sup> Quarter 2008: Number of Presentations by Division**

**Northern Division (101):** 0

**Valley Division (201):** 0

Golden Gate Division (301): 0

Central Division (401): 0

Southern Division (501): 0

Border Division (601): 0

Coastal Division (701): 0

Inland Division (801): 0

Statewide Total: 0

**Not Accomplished.** Due to budget constraints, public affairs officer (PAO) presentation per CHP Field Division, were unable to be conducted for the month of July 2008.

**d. Issuance of a post-project press release by July 31, 2008.**

**Progress:**

**Post-Project Press Release**

Due Date	Date Sent to GMU	Date Sent to OMR	Date of OMR Approval	Date Issued
7-31-08	__/__/__	__/__/__	__/__/__	__/__/__

**Not Accomplished.** Deadline missed, but the Department will issue a post-project press release.

**e. To produce an older driver safety instructional DVD (two-thirds), and video (one-third) by September 30, 2007, and distribute at appropriate venues by July 31, 2008.**

**Progress: Not accomplished.** Deadline missed. Due to media contract expiring, the production of the older driver safety instructional DVD/video could not be initiated until late June 2007, with production beginning in mid-September 2007. The DVD was finalized on October 18, 2007, and officially released to the public on December 18, 2007, during a press conference at the Ethel Hart Senior Center in Sacramento. The DVD has been delivered to 500+ senior centers in California, 33 Area Agencies on Aging, and several other older adult stakeholder organizations throughout California. Additionally, the DVD has been posted on the CHP Website for public viewing.

13. To produce public service announcements (PSAs) and paid media ads by September 30, 2007, and air by June 30, 2008.

**PSAs and Paid Media Ads**

PSAs and Paid Media Ads	Produced Date	Aired Date
"Taking Charge" 30-second spot	09/30/07	10/08/07
	__/__/__	__/__/__

**Progress: On schedule.** Production of the PSA was previewed on September 25, 2007, and completed on September 30, 2007. The 30-second spot produced from the "Taking Charge" DVD was aired by KVIE, Channel 6, in the Sacramento vicinity during the week of October 8, 2007.

14. To describe and assess separately the effectiveness of "paid and donated" TV/radio airtime messages by providing:

- Number of PSAs produced.
- Subject of each PSA.
- Number of airings for each PSA.
- Total size of audience reached.
- Total cost or donated value.

**PSAs**

# Produced	Subject	# of Airings	Size of Audience	Cost or Donated Value
One	Senior Safe Mobility, KOVR13, Sacramento	15	135,000	\$1,200
One	Senior Safe Mobility – KOVR 13, Sacramento	79	2,053,000	\$35,780
One	Senior Safe Mobility – KOVR13, Sacramento "Drive to Beat the Flu" Community Event	28 – 30 second spots; 2 – 2 minute segments on Good Day Sacramento; 2 x 2 minute segments on Evening News; 1 x 1 minute segment on 4pm news	308,000	\$18,600
One	Senior Safe Mobility – "Run to Feed	34 bonus spot schedule; logo on official t-shirt; logo on start line banner;	321,000 16,000 attendees	\$15,000

	the Hungry”	logo featured on official Web site		
One	Senior Safe Mobility – KPIX5-San Francisco	195	5,032,000	\$130,025
1 x 5 second segment; 1 x 15 second segment; 1 x 5 minute segment	Senior Driving Safety – KPIX5 San Francisco	21 x 5 second billboards; 10 x 15 second promos for segment; 1 x 5 minute segment	183,000	\$51,000

**Progress: Accomplished.** The 30-second spot produced from the “Taking Charge” DVD was aired by KVIE, Channel 6, on 15 occasions in the Sacramento vicinity during the week of October 8, 2007. The 30-second spot was also aired by KQVR13 on 79 occasions in the Sacramento region from October 9 through 31, 2007. Additionally, senior safe mobility messages were included in a “Drive to Beat the Flu Clinic” sponsored by KQVR13 on October 19, 2007, in Sacramento. The airings are outlined in the above table. Another community event sponsored by KQVR13, “Run to Feed the Hungry,” held on November 22, 2007, highlighted senior safe mobility messages. The airings are also outlined in the above table.

In addition to KPIX5 airing the 30-second spot on senior safe mobility in the San Francisco Bay Area on 195 occasions from October 9 through 28, 2007, KPIX5 also produced a five-minute segment on senior driving safety which aired on October 24, 2007.

**15. To describe and assess separately the effectiveness of “paid and donated” printed messages by providing:**

- a. Number of messages produced.
- b. Subject of each message.
- c. Number of printings for each message.
- d. Total size of audience reached.
- e. Total cost or donated value.

**Printed Messages**

# Produced	Subject	# of Printings	Size of Audience	Cost or Donated Value
One - 3 sizes (160x600; 300x250; 728x90)	Senior Safe Mobility – promotion of the “Drive to	One – placed on the Internet	40,197	\$2,000

	Beat the Flu"			
One – 4 sizes (320x240; 160x600; 300x250; 728x90)	Senior Safe Mobility – promotion of "Run to Feed the Hungry"	One – placed on the Internet	45,213	\$2,000

**Progress: Accomplished.** The method of using printed information on the Internet was employed as an alternative to traditional print media. As the size of the audience box indicates in the table above, over 85,000 people viewed the senior safe mobility information associated with the public event announcements.

### **PROGRESS FOR THE QUARTER**

Since receiving OTS funding approval on January 31, 2007, the Department has endeavored to meet objective due dates. However, as indicated in this quarterly report, the delay has impacted accomplishment of some objectives. The Department continues to strive to meet project goals and objectives.

The Office of Primary Interest for this grant changed on March 1, 2008. The project is now facilitated by the CHP's Office of Community Outreach and Recruitment (OCOR). OCOR's experience with outreach efforts will have a positive impact on the project goals and the Department's accompanying older driver program which provides expanded education and outreach to California's senior population.

Meeting information (included as reference only):

#### Older Californian Traffic Safety (OCTS) Task Force Meetings

February 20, 2007, CHP Academy, West Sacramento (previously unreported in 2<sup>nd</sup> Quarter)

May 8, 2007, Sacramento Regional Public Safety Training Center, McClellan

August 14, 2007, Prison Industry Authority, Sacramento

December 12, 2007, Prison Industry Authority, Sacramento

February 5, 2008, Prison Industry Authority, Sacramento

June 2, 2008, Prison Industry Authority, Sacramento

#### Workgroup Meetings (1<sup>st</sup> Quarter) 2007

Aging Services, Teleconference – February 14, 2007 (previously unreported in 2<sup>nd</sup> Quarter)

Mobility, Paratransit, Inc., Sacramento – March 7, 2007

Mobility, Paratransit, Inc., Sacramento – March 29, 2007

#### Workgroup Meetings (2<sup>nd</sup> Quarter) 2007

Mobility, Paratransit, Inc., Sacramento – May 15, 2007

Aging Services, Teleconference – June 4, 2007

Workgroup Meetings (3<sup>rd</sup> Quarter) 2007

Aging Services, Teleconference – July 12, 2007

Aging Services, Teleconference – August 9, 2007

Workgroup Meetings (4<sup>th</sup> Quarter) 2007

Aging Services, Teleconference – October 2, 2007

Transportation Safety, Caltrans Royal Oaks Facility – November 30, 2007

Aging Services Teleconference – December 4, 2007

Workgroup Meetings (1<sup>st</sup> Quarter) 2008

Mobility, Paratransit, Inc., Sacramento – January 8, 2008

Transportation Safety, Sacramento – February 26, 2008

Aging Services, Teleconference – March 11, 2008

Public Information, Teleconference – March 17, 2008

Workgroup Meetings (2<sup>nd</sup> Quarter) 2008

Transportation Safety, Teleconference – April 22, 2008

Law Enforcement Services, Sacramento – May 6, 2008

Transportation Safety, Teleconference – June 25, 2008

Workgroup Meetings (3<sup>rd</sup> Quarter) 2008

Transportation Safety Teleconference – July 14, 2008

Workgroup Chairpersons Meeting – July 29, 2008

**OVERTIME USAGE<sup>7</sup>**

Position	Total Hours Budgeted	Hours Used Thru Current Report	FFY 1 10/1/06 9/30/07 Hrs Used	FFY 2 10/1/07 7/31/08 Hrs Used	Hours Remaining	Percentage Remaining	Usage On Schedule? (YES/NO)
Sergeant	40	90.5	8	82.5	0	0%	YES
Officer	466	295.5	146	149.5	170.5	37%	NO
Retired Annuitants at Associate Governmental Program Analyst (AGPA) Rate	0	0	0	0	0	0%	YES
Research Analyst II	0	0	0	0	0	0%	YES
AGPA	170	152.8	70	82.8	0	0%	YES

<sup>7</sup> Overtime use is reported for uniformed personnel through the Fair Labor Standards Act (FLSA) period ending January 20, 2008, and for nonuniformed personnel through the pay period ending January 30, 2008. Per the instructions contained in Attachment E, if data on usage of overtime hours is unavailable, explain why and replace the "Overtime Usage" table with the "Total Expenditures For Personnel" table shown. Insert figures derived from the most recent accounting ledger for "Total Budgeted" and "Expended Thru (Month)."

Staff Services Analyst	128	31.4	28	3.4	96.6	75%	NO
Clerical Support	99	151	49	102	0	0%	YES
Graphic Designer III/ Photographer	0	0	0	0	0	0%	YES

#### TOTAL EXPENDITURES FOR PERSONNEL

Total Budgeted	Expended Thru (January 2008)	Percentage Remaining	Usage On Schedule? (YES/NO)
\$177,355.00	\$27,139.06	47%	NO

#### BUDGET STATUS REPORT

##### SENIORS SAFE AND MOBILE

July 1, 2008 – July 31, 2008

OPI Primary Coordinator: **Officer Jasper Begay**

Phone: **(916) 657-8810**

OPI Alternate Coordinator: **Sergeant George Berrios**

Phone: **(916) 657-8810**

Location Code: **015**

Special Project Code: **644**

Project Period: **10/1/06 through 7/31/08**

Program Operations Phase: **1/1/07 through 7/31/08**

Final Report Due Date to GMU: **9/30/08**

#### BUDGET STATUS

Budget Category	Budgeted Amount	Expended Thru Current Quarter	Percentage Remaining
Personnel Costs (from accounting ledger; data 1-2 months in arrears)	\$51,365.08.	\$23,096.34	44.97%
Travel Expense	\$19,009.67	\$9.67	99.9%
Contractual Services	\$486,497.18	\$474,094.38*	2.55%
Equipment	N/A	N/A	N/A
Other Direct Costs	\$201,856.53	62,778.72**	68.90%
<b>Total Project</b>	<b>\$758,728.46</b>	<b>\$565,151.51</b>	<b>25.51%</b>

\*Encumbrances for Contractual Services: California State University, Sacramento for Senior Safe Mobility Summit II in the amount of \$94,297.18 (7/1/07); Ogilvy Public Relations for DVD/Public Service Announcement production in the amount of \$133,140.00 (9/10/07).

\*\*Purchase requisitions were submitted on September 25, 2007. A total of \$26,273.62 was obligated for FFY-1.



# DEPARTMENT OF CALIFORNIA HIGHWAY PATROL

OFFICE OF COMMUNITY  
  
OUTREACH & RECRUITMENT

## SENIOR SAFE AND MOBILE GRANT

**STAY VITAL**

*Older Californian  
Traffic Safety*  
  
Task Force



**CALIFORNIA OFFICE  
OF TRAFFIC SAFETY**

**FINAL REPORT  
PROJECT PS0707  
OCTOBER 2008**

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# DEPARTMENT OF CALIFORNIA HIGHWAY PATROL SENIORS SAFE AND MOBILE GRANT (PS0707)

## GRANT PERSONNEL \*

Key California Highway Patrol (CHP) personnel involved in the grant included:

### **Executive Management:**

J. A. Farrow, Commissioner  
R.D. Carter, Deputy Commissioner  
T.J. Clark, Assistant Commissioner, Field  
K.P. Green, Assistant Commissioner, Staff  
R. Prieto, Assistant Commissioner, Leadership Development & Communications  
M.C. Santiago, Assistant Commissioner, Inspector General

### **Grant Staff:**

#### Grant Directors

J. Rodriguez, Chief  
S. Howland, Assistant Chief  
Leadership, Development and Communications

#### OPI Grant Manager

C. Childs, Lieutenant  
Office of Community Outreach and Recruitment

#### Element OPI Grant Coordinators

G. Berrios, Sergeant  
J. Begay, Officer  
D. Tenette, Officer  
I. Roediger, Associate Governmental Program Analyst  
Office of Community Outreach and Recruitment

#### Grant Project Coordinator

B. Robinson, Associate Governmental Program Analyst  
Grants Management Unit

---

\* Personnel are listed as they were assigned on the project ending date of July 31, 2008.

## **CREDITS**

This grant is part of the California Traffic Safety Program and was made possible through the support of the California Office of Traffic Safety (OTS), the National Highway Traffic Safety Administration (NHTSA), and the State of California.

Personnel responsible for the successful grant completion included C. J. Murphy, Deputy Director, OTS; M. H. Sabin, Assistant Director of Operations, OTS; S. Haywood, Project Coordinator, OTS; M. Skaggs, Grant Management Unit Commander, CHP; F. Clader, Public Information Commander, Office of Public Affairs, CHP; and T. C. Marshall, Public Information Officer III (CEA), Office of Public Affairs, CHP.

The overall effectiveness of this program is attributed to the cooperation between the OTS, departmental field personnel, and headquarters personnel.

## **DISCLAIMER**

The opinions, findings, and conclusions expressed in this publication are those of the author and not necessarily those of the State of California, the National Highway Traffic Safety Administration, or the Federal Highway Administration.

**SENIORS SAFE AND MOBILE****CALIFORNIA**

<b>PROGRAM AREA(S)</b> Seniors Safe and Mobile	<b>PROJECT CHARACTERISTICS</b> Older Driver Safety Campaign
<b>TYPE OF JURISDICTION</b> Statewide	<b>JURISDICTION SIZE</b> 3.8 Million
<b>TARGETED POPULATIONS</b> Senior Drivers	

**PROBLEM IDENTIFICATION**

In total population, California is expected to be one of the fastest growing states in the nation. By 2020, California is projected to have 14 percent of the United States' total population. Within that amount, California's older population is expected to grow more than twice as fast as the total population. During the time period 1990 through 2020, California's older age group will have an overall increase of 112 percent. The impact of the group representing ages 60 and over is expected to emerge most strongly between 2000 and 2020. Additionally, the influence on California of those representing age 85 and over will emerge most strongly between 2030 and 2040 when the first of the baby boomers reach the age of 85.<sup>1</sup>

As these baby boomers age, they will create a population with unique and uncharted challenges. For instance, because most baby boomers had better access to vehicles than their parents, it is likely driving will remain their preferred mode of transportation well into their later years. Additionally, it is likely that future generations will live longer than their parents. As a result of these factors, coupled with the increase in the older population in California, there will be more licensed drivers utilizing California's roadways. Therefore, the need for established safety programs to prevent injuries and fatalities for older adults and the motoring public is crucial.

**PROJECT GOALS:**

1. **To implement a minimum of two action items from the 2002 Older Adults and Traffic Safety (OATS) Task Force by July 31, 2008.**

***Progress: Accomplished.** The first action accomplished was the Department established the Older Californian Traffic Safety Task Force which oversees seven workgroup committees statewide. The workgroup committees are; Aging Services, Health Services, Law Enforcement, Licensing, Mobility, Public Information and Transportation Safety. With the development of the task force, the second action item was accomplished, which the workgroups were able to develop and disseminate educational materials, an on-line training*

---

<sup>1</sup> California Task Force on Older Adults and Traffic Safety, Center for Injury Prevention Policy and Practice, San Diego State University, *Traffic Safety Among Older Adults: Recommendations for California*, August 2002.

*web site was created and toll free numbers were created for easier access to organizations to assist the older adult.*

- 2. To provide results comparing the initial senior traffic safety and mobility surveys to post-surveys depicting increased education and awareness in the Final Report by September 30, 2008.**

***Progress: Not Accomplished.** The goal was not met due to inconsistencies in data captured on the surveys. Although field Divisions correctly disseminated these surveys at the identified senior communities, there was confusion on the part of those who provided answers on the surveys. Participants were given a pre-survey to test their knowledge of older adult traffic safety/mobility issues prior to hearing the presentation. The participants were then asked to complete an identical survey at the close of the presentation to determine if the information had been successfully communicated. Unfortunately, there were not enough correctly completed survey sets to capture accurate and verifiable data, which made it apparent that many participants did not fully understand the directions given to them regarding the post-survey process, thus rendering the surveys ineffective. As a result, this goal could not be accomplished.*

#### **PROJECT OBJECTIVES:**

- 1. To conduct language assessment of the project's service area to determine needs for materials in languages other than English by July 31, 2008.**

***Progress: Accomplished.** The language assessment indicates that English is the principle language statewide. Therefore, educational items were produced in English.*

- 2. To issue an operational plan establishing the method of operation, the policies applicable to carry out the grant program to all California Highway Patrol (CHP) field Divisions, and submit a copy to the Office of Traffic Safety (OTS) by December 31, 2006.**

***Progress: Accomplished. Deadline missed.** Due to the delay in spending approval, this objective was not accomplished until February 15, 2007.*

- 3. To establish a contract for initial and post-surveys development by March 31, 2007.**

***Progress: Accomplished. Deadline Missed.** Due to the delay in spending approval, negotiations with California State University, Sacramento (CSUS) to develop the pre and post-surveys did not meet the deadline. The CHP met with CSUS to discuss the surveys on March 16, 2007. The contract was established during the April through June 2007 reporting period.*



4. **To establish a contract for a digital video disk (DVD) and video production by March 31, 2007.**

***Progress: Accomplished. Deadline missed.** This objective was delayed due to the expiration of the Department's media contract. The Department received an extension to its media contract with Ogilvy Worldwide Media Relations. A meeting was held on June 26, 2007, with Ogilvy Worldwide Media Relations to discuss requirements for the DVD and video production. The DVD was finalized on October 18, 2007, and officially released to the public on December 18, 2007, during a press conference at the Ethel Hart Senior Center in Sacramento.*

5. **To establish a contract with the California State University, Sacramento (CSUS) Foundation to conduct a seniors' safe and mobile symposium by April 30, 2007.**

***Progress: Accomplished. Deadline missed.** The CHP Contract Management Unit submitted the contract to CSUS on June 26, 2007, for signature. The contract was signed and submitted to OTS on September 18, 2007.*

6. **To conduct traffic safety and mobility surveys at two identified senior centers in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.**

***Progress: Not Accomplished.** Survey forms were finalized by CSUS on May 21, 2007. Formal CHP Executive Management approval to distribute the survey forms to field Divisions was received on June 12, 2007. Field Divisions grant coordinators received formal notification in June 2007. The coordinators instructed their respective CHP Area Public Affairs officers (PAOs) in survey procedures. With the exception of Coastal Division, seven CHP field Divisions have completed this objective. However, there was miscommunication between the Office of Special Projects and CSUS regarding the actual survey conduction once the Department distributed the surveys to the field Divisions. The lack of data led to an overall lack of consistency in collection.*

7. **To conduct post traffic safety and mobility surveys at two identified senior centers in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.**

***Progress: Not Accomplished.** Same as objective six.*

8. **To establish a Mobility Workgroup under the auspices of the OCTS Force by March 31, 2007.**

***Progress: Accomplished.** The Mobility Workgroup was established in February 2006. The workgroup had its first meeting in Sacramento on February 15, 2006. This workgroup*

*originally convened under the OTS Grant Agreement, Older Drivers Driving Safer and Longer, PS0616.*

- 9. Under the contractual agreement, conduct a Seniors safe and mobile symposium by December 31, 2007.**

***Progress: Accomplished.** Senior Safe Mobility Summit II was held at the Sacramento Hilton Arden Hotel on October 16-17, 2007. The summit was a success as evidenced by the numerous positive comments received from the over 100 attendees. Many of the attendees indicated they would attend a subsequent summit should it be offered next year.*

- 10. To coordinate, select locations, and hold a minimum of two Mobility Workgroup meetings by September 30, 2007, and a minimum of two additional meetings by July 31, 2008.**

***Progress: Not Accomplished.** The Mobility met on three times from March through May 2007, and one additional time in January 2008. As part of the Department's commitment to traffic safety and senior education, the CHP will continue to hold Mobility Workgroup meetings.*

- 11. To conduct a minimum of eight older adult safety/mobility presentations by September 30, 2007 and a minimum of eight additional presentations by July 31, 2008.**

***Progress: Accomplished.** The Department conducted ten older adult safety/mobility presentations by September 30, 2007, and conducted an additional nine presentations by July 31, 2008.*

- 12. To conduct a public awareness campaign to include:**

- a. Issuance of a press release announcing the "kick-off" of the project by December 31, 2007.**

***Progress: Accomplished.** The press release announcing the kick-off of the project was released on December 30, 2006.*

- b. Distribution of educational items and/or promotional items at four events at appropriate venues by September 30, 2007, and an additional four events by July 31, 2008.**

***Not Accomplished. Deadline missed.** Educational items and/or promotional items were not procured in time to distribute at four events by September 30, 2007. Items were requisitioned on September 25, 2007, however all procurement items were placed on hold pending the testing for toxic materials to ensure compliance with EPA requirements. All remaining funds for the procurement items reverted back to OTS.*

**c. To conduct at least one public affairs officer (PAO) presentation per CHP field Division, per quarter, during the Program Operation Phase by July 31, 2008.**

***Progress: Accomplished.** During the months of January 1, 2007 through July 31, 2008, CHP Field Divisions submitted their PAO presentation every quarter for the eight field Divisions. With the exception of Inland Division, they missed the deadline for the second quarter during the months of April 2008 through June 2008. Although, Inland Division did submit their PAO presentation for the second quarter reporting period in July 2008. During the third quarter, month of July 2008, none of the field Divisions reported any presentations, due to State budget constraints.*

**d. Issuance of a post-project press release by July 31, 2008.**

***Progress: Not Accomplished. Deadline missed.** Due to inadvertent oversight of grant coordinator(s), the post-project press release was not submitted.*

**e. To produce an older driver safety instructional DVD (two-thirds), and video (one-third) by September 30, 2007, and distribute at appropriate venues by July 31, 2008.**

***Progress: Accomplished. Deadline missed.** Due to media contract expiring, the production of the older driver safety instructional DVD/video could not be initiated until late June 2007, with production beginning in mid-September 2007. The DVD was finalized in October 2007, and officially released to the public in December 2007, during a press conference at the Ethel Hart Senior Center in Sacramento. The DVD has been delivered to 500 plus senior centers in California, 33 Area Agencies on Aging, and several other older adult stakeholder organizations throughout California. Additionally, the DVD has been posted on the CHP Website for public viewing.*

**13. To produce public service announcements (PSAs) and paid media ads by September 30, 2007, and air by June 30 2008.**

***Progress: Accomplished.** Production of the PSA was previewed on September 25, 2007, and completed on September 30, 2007. The 30-second spot produced from the "Taking Charge" DVD was aired by KVIE, Channel 6, in the Sacramento vicinity during the week of October 8, 2007.*

**14. To describe and assess separately the effectiveness of "paid and donated" TV/radio airtime messages by providing:**

- a. Number of PSAs produced.**
- b. Subject of each PSA.**
- c. Number of airings for each PSA.**
- d. Total size of audience.**
- e. Total costs or donated value.**

**Progress: Accomplished.** The 30-second spot produced from the "Taking Charge" DVD was aired by KVIE, Channel 6, on 15 occasions in the Sacramento vicinity during the week of October 8, 2007. The 30-second spot was also aired by KOVR13 on 79 occasions in the Sacramento region from October 9 through 31, 2007. Additionally, senior safe mobility messages were included in a "Drive to Beat the Flu Clinic" sponsored by KOVR13 on October 19, 2007, in Sacramento. The airings are outlined in the above table. Another community event sponsored by KOVR13, "Run to Feed the Hungry," held on November 22, 2007, highlighted senior safe mobility messages. The airings are also outlined in the above table. In addition to KPIX5 airing the 30-second spot on senior safe mobility in the San Francisco Bay Area on 195 occasions from October 9 through 28, 2007, KPIX5 also produced a five-minute segment on senior driving safety which aired on October 24, 2007.

- 15. To describe and assess separately the effectiveness of "paid and donated" printed messages by providing:**
- a. Number of messages produced.**
  - b. Subject of each message.**
  - c. Number of printings for each message.**
  - d. Total size of audience reached.**
  - e. Total cost or donated value.**

**Progress: Accomplished.** The method of using printed information on the Internet was employed as an alternative to traditional print media. Over 85,000 people viewed the senior safe mobility information associated with the public event announcements.

**STRATEGIES AND ACTIVITIES**

The strategy of this project was to create a focused effort, combining existing educational outreach programs and new educational outlets. Grant funding provided for the "Stay Vital" outreach program. Each CHP field Division conducted safety presentations throughout the state at Senior centers, Senior clubs, and similar organizations. Emphasis was placed on educating older adult drivers to maintain a healthy body and more focused mind, and promoting traffic safety awareness programs. Two DVDs "Driving Change" and "Taking Charge" were developed to give tips to the older driver on how to use the road safety and tips in how to tell an older driver they need to give up their driver's license. These DVDs were also placed on the CHP's website for easier access. DVDs were also distributed to Senior centers and other organizations dealing with the older adults statewide.

**RESULTS**

This grant was successful as measured by the depth of the public awareness and outreach efforts. The CHP provided presentations to approximately 47,977 seniors statewide. Additionally, a total of 8,048,000 persons were reached on various radio stations statewide, and through the use of the Internet reached a total of 85,410 persons.

**FUNDING**

Section 157:	\$ 758,728.46
Expended	\$ <u>576,246.31</u>
Balance	\$ 182,482.15

**CONTACT**

Office of Community Outreach and  
Recruitment  
California Highway Patrol  
2555 First Avenue  
Sacramento, CA 95818  
(916) 657-8810

## SENIOR SAFE AND MOBILE PROJECT NUMBER PS0707

### INTRODUCTION

The National Highway Traffic Safety Administration (NHTSA), through the California Office of Traffic Safety (OTS), granted a \$758,728.46 grant to the Department of the California Highway Patrol (CHP) in an effort to reach out more effectively to older Californian drivers and to implement the Senior Safe and Mobile Grant, project number PS0707. Between October 1, 2006, and July 31, 2008, the Department was authorized to plan, implement, and evaluate a comprehensive traffic safety outreach effort for this targeted group. This grant focused on transitioning seniors toward maintaining their safety and mobility through public awareness. The Grant Agreement is contained in Annex A.

### BACKGROUND

In total population, California is expected to be one of the fastest growing states in the nation. By 2020, California is projected to have 14 percent of the United States' total population. Within that amount, California's older population is expected to grow more than twice as fast as the total population. During the time period 1990 through 2020, California's older age group will have an overall increase of 112 percent. The impact of the group representing ages 60 and over is expected to emerge most strongly between 2000 and 2020. Additionally, the influence on California of those representing age 85 and over will emerge most strongly between 2030 and 2040 when the first of the baby boomers reach the age of 85.<sup>1</sup>

### PROJECT GOALS:

1. **To implement a minimum of two action items from the 2002 Older Adults and Traffic Safety (OATS) Task Force by July 31, 2008.**

***Progress: Accomplished.** The first action accomplished was the Department established the Older Californian Traffic Safety Task Force which oversees seven workgroup committees statewide. The workgroup committees are; Aging Services, Health Services, Law Enforcement, Licensing, Mobility, Public Information and Transportation Safety. With the development of the task force, the second action item was accomplished, which the workgroups were able to develop and disseminate educational materials, an on-line training web site was created and toll free numbers were created for easier access to organizations to assist the older adult.*

2. **To provide results comparing the initial senior traffic safety and mobility surveys to post-surveys depicting increased education and awareness in the Final Report by September 30, 2008.**

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<sup>1</sup> California Task Force on Older Adults and Traffic Safety, Center for Injury Prevention Policy and Practice, San Diego State University, *Traffic Safety Among Older Adults: Recommendations for California*, August 2002.

**Progress: Not Accomplished.** The goal was not met due to inconsistencies in data captured on the surveys. Although field Divisions correctly disseminated these surveys at the identified senior communities, there was confusion on the part of those who provided answers on the surveys. Participants were given a pre-survey to test their knowledge of older adult traffic safety/mobility issues prior to hearing the presentation. The participants were then asked to complete an identical survey at the close of the presentation to determine if the information had been successfully communicated. Unfortunately, there were not enough correctly completed survey sets to capture accurate and verifiable data, which made it apparent that many participants did not fully understand the directions given to them regarding the post-survey process, thus rendering the surveys ineffective. As a result, this goal could not be accomplished.

### **PROJECT OBJECTIVES:**

1. **To conduct language assessment of the project's service area to determine needs for materials in languages other than English by July 31, 2008.**

**Progress: Accomplished.** The language assessment indicates that English is the principle language statewide. Therefore, educational items were produced in English.

2. **To issue an operational plan establishing the method of operation, the policies applicable to carry out the grant program to all California Highway Patrol (CHP) field Divisions, and submit a copy to the Office of Traffic Safety (OTS) by December 31, 2006.**

**Progress: Accomplished. Deadline missed.** Due to the delay in spending approval, this objective was not accomplished until February 15, 2007.

3. **To establish a contract for initial and post-surveys development by March 31, 2007.**

**Progress: Accomplished. Deadline Missed.** Due to the delay in spending approval, negotiations with California State University, Sacramento (CSUS) to develop the pre and post-surveys did not meet the deadline. The CHP met with CSUS to discuss the surveys on March 16, 2007. The contract was established during the April through June 2007 reporting period.

4. **To establish a contract for a digital video disk (DVD) and video production by March 31, 2007.**

**Progress: Accomplished. Deadline missed.** This objective was delayed due to the expiration of the Department's media contract. The Department received an extension to its media contract with Ogilvy. A meeting was held on June 26, 2007, with Ogilvy Worldwide Media Relations to discuss requirements for the DVD and video production. The DVD was finalized on October 18, 2007, and officially released to the public on December 18, 2007, during a press conference at the Ethel Hart Senior Center in Sacramento.



5. **To establish a contract with the California State University, Sacramento (CSUS) Foundation to conduct a seniors safe and mobile symposium by April 30, 2007.**

*Progress: Accomplished. Deadline missed. The CHP Contract Management Unit submitted the contract to CSUS on June 26, 2007, for signature. The contract was signed and submitted to OTS on September 18, 2007. The Senior Safe and Mobile Summit was scheduled and subsequently occurred in October, 2007, during the State Senior Safe and Mobile Week.*

6. **To conduct traffic safety and mobility surveys at two identified senior centers in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.**

*Progress: Not Accomplished. Survey forms were finalized by CSUS on May 21, 2007. Formal CHP Executive Management approval to distribute the survey forms to field Divisions was received on June 12, 2007. Field Divisions grant coordinators received formal notification in June 2007. The coordinators are instructing their respective CHP Area Public Affairs officers (PAOs) in survey procedures. With the exception of Coastal Division, seven CHP field Divisions have completed this objective. There was no indication why Coastal Division did not submit their surveys. However, there was miscommunication between the Office of Special Projects and CSUS regarding the actual survey conduction once the Department distributed the surveys to the field Divisions. The lack of data led to an overall lack of consistency in collection.*

7. **To conduct post traffic safety and mobility surveys at two identified senior centers in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.**

*Progress: Not Accomplished. Same as objective six.*

8. **To establish a Mobility Workgroup under the auspices of the OCTS Force by March 31, 2007.**

*Progress: Accomplished. The Mobility Workgroup was established in February 2006. The workgroup had its first meeting in Sacramento on February 15, 2006. This workgroup originally convened under the OTS grant Grant Agreement, Older Drivers Driving Safer and Longer, PS0616.*

9. **Under the contractual agreement, conduct a Seniors safe and mobile symposium by December 31, 2007.**

*Progress: Accomplished. Senior Safe Mobility Summit II was held at the Sacramento Hilton Arden Hotel on October 16-17, 2007. The summit was a success as evidenced by the numerous positive comments received from the over 100 attendees. Many of the attendees indicated they would attend a subsequent summit should it be offered next year.*

10. To coordinate, select locations, and hold a minimum of two Mobility Workgroup meetings by September 30, 2007, and a minimum of two additional meetings by July 31, 2008.

*Progress: Accomplished.* The Mobility Workgroup met on three times from March through May 2007, and one additional time in January 2008. As part of the Department's commitment to traffic safety and senior education, the CHP will continue to hold Mobility Workgroup meetings.

11. To conduct a minimum of eight older adult safety/mobility presentations by September 30, 2007 and a minimum of eight additional presentations by July 31, 2008.

*Progress: Accomplished.* The Department conducted ten older adult safety/mobility presentations by September 30, 2007, and conducted and additional nine presentations by July 31, 2008. (See Annex G).

12. To conduct a public awareness campaign to include:

- a. Issuance of a press release announcing the "kick-off" of the project by December 31, 2007.

*Progress: Accomplished.* The press release announcing the kick-off of the project was released on December 30, 2006.

- b. Distribution of educational items and/or promotional items at four events at appropriate venues by September 30, 2007, and an additional four events by July 31, 2008.

*Progress: Not Accomplished. Deadline missed.* Educational items and/or promotional items were not procured in time to distribute at four events by September 30, 2007. Items were requisitioned on September 25, 2007, however all procurement items were placed on hold pending the testing for toxic materials to ensure compliance with EPA requirements. All remaining funds for the procurement items reverted back to OTS. (See Annex F).

- c. To conduct a least one public affairs officer (PAO) presentation per CHP field Division, per quarter, during the Program Operation Phase by July 31, 2008.

*Progress: Accomplished.* During the months of January 1, 2007 through July 31, 2008, CHP Field Divisions submitted their PAO presentation every quarter for the eight field Divisions. With the exception of Inland Division, they missed the deadline for the second quarter during the months of April 2008 through June 2008. Although, Inland Division did submit their PAO presentation for the second quarter reporting period in July 2008. During the third quarter, month of July 2008, none of the field Divisions reported any presentations, due to State budget constraints.

**d. Issuance of a post-project press release by July 31, 2008.**

*Progress: Not Accomplished. Deadline missed. Due to inadvertent oversight of grant coordinator(s), the post-project press release was not submitted.*

**e. To produce an older driver safety instructional DVD (two-thirds), and video (one-third) by September 30, 2007, and distribute at appropriate venues by July 31, 2008.**

*Progress: Accomplished. Deadline missed. Due to media contract expiring, the production of the older driver safety instructional DVD/video could not be initiated until late June 2007, with production beginning in mid-September 2007. The DVD was finalized in October 2007, and officially released to the public in December 2007, during a press conference at the Ethel Hart Senior Center in Sacramento. The DVD has been delivered to 500 plus senior centers in California, 33 Area Agencies on Aging, and several other older adult stakeholder organizations throughout California. Additionally, the DVD has been posted on the CHP Website for public viewing. (See Annex E).*

**13. To produce public service announcements (PSAs) and paid media ads by September 30, 2007, and air by June 30 2008.**

*Progress: Accomplished. Production of the PSA was previewed on September 25, 2007, and completed on September 30, 2007. The 30-second spot produced from the "Taking Charge" DVD was aired by KVIE, Channel 6, in the Sacramento vicinity during the week of October 8, 2007.*

**14. To describe and assess separately the effectiveness of "paid and donated" TV/radio airtime messages by providing:**

- a. Number of PSAs produced.**
- b. Subject of each PSA.**
- c. Number of airings for each PSA.**
- d. Total size of audience.**
- e. Total costs or donated value.**

*Progress: Accomplished. The 30-second spot produced from the "Taking Charge" DVD was aired by KVIE, Channel 6, on 15 occasions in the Sacramento vicinity during the week of October 8, 2007. The 30-second spot was also aired by KQVR13 on 79 occasions in the Sacramento region from October 9 through 31, 2007. Additionally, senior safe mobility messages were included in a "Drive to Beat the Flu Clinic" sponsored by KQVR13 on October 19, 2007, in Sacramento. The airings are outlined in the above table. Another community event sponsored by KQVR13, "Run to Feed the Hungry," held on November 22, 2007, highlighted senior safe mobility messages. The airings are also outlined in the above table. In addition to KPIX5 airing the 30-second spot on senior safe mobility in the San Francisco Bay Area on 195 occasions from October 9 through 28, 2007, KPIX5 also produced a five-minute segment on senior driving safety which aired on October 24, 2007.*

**15. To describe and assess separately the effectiveness of “paid and donated” printed messages by providing:**

- a. Number of messages produced.**
- b. Subject of each message.**
- c. Number of printings for each message.**
- d. Total size of audience reached.**
- e. Total cost or donated value.**

***Progress: Accomplished.*** *The method of using printed information on the Internet was employed as an alternative to traditional print media. Over 85,000 people viewed the senior safe mobility information associated with the public event announcements.*

## **PROJECT DESCRIPTION**

The project was a 24-month statewide public awareness campaign to improve the safety/mobility of California's growing number of senior drivers. The project's focus was to deploy the Department's Public Information Officers (PIO) throughout the state to deliver a standardized traffic safety/mobility presentation (Stay Vital). These presentations included assistance from the Department's Retired Senior Volunteers. The project was also enhanced by the CHP and its OCTS Task Force partners in its collaborative senior driver safety events including the second Senior Safety and Mobility Summit held in October 2007.

## **METHODOLOGY/CHRONOLOGY**

This 24-month project was conducted in three phases: Program Preparation, Program Operations, Data Gathering and Reporting. The following table presents the project methodology as outlined in the project agreement, as well as the actual project chronology.

<i>METHODOLOGY OUTLINED IN THE PROJECT AGREEMENT</i>	<i>ACTUAL PROJECT CHRONOLOGY</i>
<b>Phase I – Program Preparation October 1, 2006, through March 31, 2007</b>	<b>Phase I – Program Preparation October 1, 2006, through March 31, 2007</b>
<b>Tasks to be accomplished:</b> <ul style="list-style-type: none"><li>• Complete the language assessment.</li><li>• Develop the operational plan and promptly issue the plan to affected commands.</li><li>• Issue the “kick-off” press release.</li><li>• Draft and execute contracts to start April 1, 2007, for survey development and video production.</li></ul>	<b>Tasks accomplished:</b> <ul style="list-style-type: none"><li>• The Department conducted an annual statewide language survey during the grant's Preparation Phase in December 2006. The result of the survey indicated English as the primary language for the CHP contacts.</li><li>• The operational plan was developed and distributed in until February 2007. (See annex B)</li><li>• The issuance of the “kick-off” press release was December 19, 2006.</li><li>• The execution of the contract for the survey development was delayed, due to the spending approval. The contract was established during the April – June 2007 reporting period. The contract for the video production was delayed, due to the expiration of the Departments media contract.</li></ul>

<ul style="list-style-type: none"> <li>• Select educational items and/or OTS-approved promotional items.</li> <li>• Issue the “kick-off” media release after appropriate reviews/approvals.</li> <li>• Plan venues for safety presentations and distribution of educational and promotional items.</li> <li>• Prepare purchase requisitions for submission after OTS’ official funding authorization.</li> <li>• Coordinate with allied/other agencies, as required.</li> <li>• Submit requests for any necessary contractual documents.</li> <li>• Submit executed contracts to OTS.</li> <li>• Accomplish any other preparations necessary for timely project implementation.</li> </ul>	<ul style="list-style-type: none"> <li>• Education items and/or promotional items were selected and procured; however, these items were placed on hold pending the testing for toxic materials to ensure compliance with EPA requirements and distributed prior to the end of the grant.</li> <li>• The “kick-off” media release was issued by the Office of Media Relations on December 30, 2006.</li> <li>• Departmental PAOs were instructed by Special Projects Section to conduct safety presentations and distribute educational and promotional items.</li> <li>• Procurement documents prepared and submitted for approval after official OTS funding approval was received.</li> <li>• The Department established the Older Californian Traffic Safety Task Force which oversees seven workgroup committees statewide. The Department will continue to collaborate with local, state agencies, private and public stakeholders.</li> <li>• Contractual documents were submitted for approval during the grant’s Preparation Phase.</li> <li>• Copies of executed contracts were submitted to Grants Management Unit to forward to OTS.</li> <li>• The grant coordinator completed all other tasks necessary for timely implementation of grant activities. However, due to miscommunication between the Department and CSUS some grant activities were not completed on schedule and/or not at all.</li> </ul>
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<b>Phase II – Program Operations</b> <b>January 1, 2006, through</b> <b>December 31, 2007</b>	<b>Phase II – Program Operations</b> <b>January 1, 2006, through</b> <b>December 31, 2007</b>
<p><b>Tasks to be accomplished:</b></p> <ul style="list-style-type: none"> <li>• Deploy uniformed personnel on overtime in support of project goals and objectives.</li> <li>• Conduct surveys per due dates in Program Operations Phase.</li> <li>• Develop, order, and distribute educational and promotional items at appropriate venues. (Five samples will be forwarded to OTS.)</li> <li>• Conduct presentations by PAOs at appropriate venues and distribute project educational and promotional items.</li> <li>• Conduct task force meetings with allied/stakeholder agencies, as required.</li> </ul>	<p><b>Tasks accomplished:</b></p> <ul style="list-style-type: none"> <li>• Departmental personnel were deployed to conduct PAO presentations statewide in support of the grant's goals and objectives.</li> <li>• Survey forms were finalized by CSUS on May 21, 2007. Formal CHP Executive Management approval to distribute the survey forms to field Divisions was received on June 12, 2007. Field Divisions grant coordinators received formal notification in June 2007. The coordinators are instructing their respective CHP Area Public Affairs officers (PAOs) in survey procedures. With the exception of Coastal Division, seven CHP field Divisions have completed this objective. There was no indication why Coastal Division did not submit their surveys. However, there was miscommunication between the Office of Special Projects and CSUS regarding the actual survey conduction once the Department distributed the surveys to the field Divisions. The lack of data led to an overall lack of consistency in collection.</li> <li>• Promotional items (pill boxes, magnets, jar openers, and memo/pen pad sets) and printed educational materials in English were distributed during the grant's Program Operations Phase at locations throughout the state. Samples were provided to forward to OTS. (<i>See Annex F</i>).</li> <li>• Departmental PAOs conducted 19 traffic safety presentations statewide during the grant period.</li> <li>• Meetings were conducted throughout the grant project period with OCTS and various allied agencies (<i>See annex C</i>).</li> </ul>

<ul style="list-style-type: none"> <li>• Produce and air PSAs.</li> <li>• Produce and distribute an older driver safety instructional DVD and video at appropriate venues.</li> <li>• Issue the post-project press release after appropriate reviews/approvals.</li> <li>• Report progress toward the project goals and objectives by the Office of Primary Interest in the Quarterly Performance Report (QPR) through channels to OTS.</li> </ul>	<ul style="list-style-type: none"> <li>• A 30-second PSA “Taking Charge” was produced and aired on KVIE, Channel 6, KQVR13, and KPIX5, San Francisco.</li> <li>• An older driver safety DVD was produced and distributed to over 500 senior centers statewide, 33 area Agencies on Aging, and several other older adult stakeholder organizations throughout California. Additionally, the DVD has been posted on the CHP Website for public viewing as well.</li> <li>• Due to inadvertent oversight of grant coordinator(s), the post-project press release was not submitted.</li> <li>• Grant progress was reported through channels to OTS in QPRs as required during the grant period.</li> </ul>
<b>Phase III – Data Gathering and Reporting Throughout Reporting Period</b>	<b>Phase III – Data Gathering and Reporting Throughout Reporting Period</b>
<b>Tasks to be accomplished:</b>	<b>Tasks accomplished:</b>
<ul style="list-style-type: none"> <li>• Agencies are required to collect and report quarterly, appropriate data that support the progress of each of the goals and objectives.</li> <li>• Statistical data relating to the project goals and objectives will be collected, analyzed, and incorporated into QPRs. QPRs for the quarter ending September 30<sup>th</sup> will include year-to-date comparisons of goals and objectives. If required, the Quarterly Evaluation Data Form, Schedule C, will be completed each quarter and submitted as part of the QPR.</li> <li>• These reports will compare actual project accomplishments with the planned accomplishments. They will</li> </ul>	<ul style="list-style-type: none"> <li>• All pertinent data in support of each of the goals and objectives was included in each quarterly performance report.</li> <li>• Due to the public awareness focus of this grant project, the use of statistical data to support achievement of goals and objectives was not applicable.</li> <li>• QPRs compared project accomplishments with planned accomplishments.</li> </ul>



<p>include information concerning changes made by the Project Director in planning and guiding the project efforts.</p> <ul style="list-style-type: none"> <li>• Reports shall be completed in accordance with OTS requirements specified in the Grant Program Manual, Chapter 7, and submitted in compliance with the signed Acceptance of Conditions and Certifications (OTS-33) included within this agreement.</li> </ul>	<ul style="list-style-type: none"> <li>• Reports were completed in accordance with OTS requirements as required. As the newly assigned OPI to this program, OCOR established it was necessary to take longer than the allotted 30 days to complete the Final Report. The Final Report will be completed and submitted through channels to GMU for approval and submission to OTS.</li> </ul>
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## **PROBLEMS**

Because of reports concerning the toxicity of promotional items produced outside of the United States, procurement, delivery, and distribution of such items were delayed. The CHP is awaiting a determination by the State of California concerning the disposition of these items upon their delivery to the Department. Items that are approved will be distributed at future older driver events.

## **RESULTS**

This project was successful as measured by the depth of the public awareness/outreach effort completed during the project. This grant was successful as measured by the depth of the public awareness and outreach efforts. The CHP provided presentations to approximately 47,977 seniors statewide. Additionally, a total of 8,048,000 persons were reached on various radio stations statewide, and through the use of the Internet reached a total of 85,410 persons. Additionally, OCTS Task Force partners, using their own senior outreach programs, reached several thousand seniors with relevant safety information. As a combined effort of the CHP and its task force partners, the Senior Safe Mobility Summit II, was held in Sacramento and was well attended. The summit which brought together national, state and local older adults experts was so successful the CHP and its OCTS Task Force partners are poised to continue the event on annual basis. In terms of cost effectiveness, the CHP was able to conduct summit for approximately one-half of the budgeted amount of \$100,000 while providing a meaningful, pertinent event. Lastly, the DVDs were met with an overwhelming positive response. The CHP has widely disseminated the DVDs senior stakeholder organizations and has received countless requests from the public. To that end, the DVDs have been posted on the CHP Web site for guaranteed public access.

## **RECOMMENDATIONS**

The CHP is proud to lead California's effort to address older driver safety/mobility. Through this grant project, California, including CHP and OTS, has earned special recognition and is looked upon as a leading authority for senior traffic safety/mobility. Most importantly, many seniors and other roadway users in California have benefited from this outreach effort. However, there is much more work to be done. Therefore, it is recommended that subsequent grants be sought to further enhance and protect the senior population of California that will grow to approximately six million by the year 2020.

**ANNEX A**  
**GRANT AGREEMENT**



State of California

PROJECT NUMBER

PS0707

OFFICE OF TRAFFIC SAFETY  
GRANT AGREEMENT

PAGE 1 (To be completed by applicant Agency)

## 1. PROJECT TITLE

SENIORS SAFE AND MOBILE

## 2. NAME OF APPLICANT AGENCY

CALIFORNIA HIGHWAY PATROL (CHP)

## 3. AGENCY UNIT TO HANDLE PROJECT

PLANNING AND ANALYSIS DIVISION (PAD)

## 4. PROJECT PERIOD

Month - Day - Year

From: 10-1-06

To: 7-31-08

## 5. PROJECT DESCRIPTION (Provide an overview of the project activities that will address the problem statement, in approximately 100 words. Space is limited to six lines.)

By 2020, California's senior population is expected to double in size. Given this situation, there will be a major increase in the number of older drivers, pedestrians, and bicyclists using California's roadways. Similarly, there will be a larger number of older adults whose health and other factors will force a transition from driving to a reliance on other methods of transportation to accomplish daily living activities. As such, it is imperative the effort of the Older Californian Traffic Safety (OCTS) Task Force be maintained and enhanced to include an emphasis on assisting seniors, their families, and the other members of the public to maintain mobility beyond their driving years.

This project focuses on transitioning seniors toward maintaining their safety and mobility through public awareness. The overall goals are to implement a minimum of two action items from the 2002 Older Adults and Traffic Safety Task Force; and to increase education and awareness of traffic safety and mobility for seniors through public awareness presentations.

## 6. FEDERAL FUNDS ALLOCATED UNDER THIS AGREEMENT SHALL NOT EXCEED:


\$758,728.46

## 7. APPROVAL SIGNATURES

## A. PROJECT DIRECTOR

NAME: J. E. McLAUGHLIN PHONE: (916) 657-4098


TITLE: Chief FAX: (916) 657-4087

ADDRESS: 2555 First Avenue  
Sacramento, California 95818-2696E-MAIL: [jmclaughlin@chp.ca.gov](mailto:jmclaughlin@chp.ca.gov)  
(Signature) 12/11/07 (Date)

## B. AUTHORIZING OFFICIAL OF APPLICANT AGENCY

NAME: K. P. GREEN PHONE: (916) 657-7194

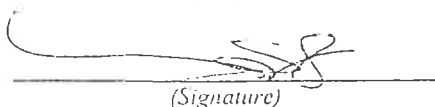
TITLE: Ass't. Commissioner, Staff FAX: (916) 657-7324

ADDRESS: 2555 First Avenue  
Sacramento, California 95818-2696E-MAIL: [kgreen@chp.ca.gov](mailto:kgreen@chp.ca.gov)  
(Signature) 12/12/07 (Date)

## C. FISCAL OR ACCOUNTING OFFICIAL

NAME: M. S. EPPS PHONE: (916) 375-2733

TITLE: Commander FAX: (916) 375-2752

ADDRESS: 860 Stillwater Road  
West Sacramento, California 95605-1649E-MAIL: [mepps@chp.ca.gov](mailto:mepps@chp.ca.gov)  
(Signature) 12/13/07 (Date)

## D. OFFICE AUTHORIZED TO RECEIVE PAYMENTS

NAME: Fiscal Management Section

ADDRESS: P. O. Box 942900  
Sacramento, California 94298-2900

<b>EFFECTIVE DATE OF AGREEMENT:</b> <u>10/1/2007</u>		<b>GRANTEE</b> <u>CHP</u>		<b>PROJECT NO.</b> <u>PS0707</u>																												
<b>on No.</b> <u>3</u>	<b>Date:</b> <u>1/10/2008</u>	<b>10. TYPE OF AGREEMENT</b>		<b>Initial</b>	<b>Revision</b>																											
<b>Revision No.</b> <u>1</u>	<b>Date:</b> <u>1/10/2008</u>	<b>FUND</b> <u>406</u>	<b>PROGRAM</b> <u>08-PS</u>	<b>TASK NO.</b> <u>3</u>	<b>F.Y.</b> <u>2008</u>																											
<b>9. Action Taken</b>		<b>11. FUNDING DISPOSITION &amp; STATUS</b>																														
<p>Project continued in FY 2008. Unexpended 2007 HSP funds of \$286,353.39 reobligated for expenditure in 2008.</p> <p>2008 HSP grant funds of \$445,083.74 obligated.</p> <p>Total funds programmed remain unchanged.</p> <p style="text-align: center;"><b>THIS GRANT CONTAINS PAID MEDIA</b></p> <p>State FY 2007-08 2700-001-0890 (171/07)</p> <p><i>Catalog Federal Domestic Assistance No. 20.600</i></p>		<table style="width:100%; border-collapse: collapse;"> <tr> <th style="text-align: left;">Fiscal Year</th> <th style="text-align: right;">Amount</th> </tr> <tr> <td><u>2006-07</u></td> <td style="text-align: right;">27,291.33</td> </tr> <tr> <td><u>2007-08</u></td> <td style="text-align: right;">731,437.13</td> </tr> <tr> <td><u> </u></td> <td> </td> </tr> <tr> <td style="text-align: right;"><u>Total</u></td> <td style="text-align: right;"><u>758,728.46</u></td> </tr> <tr> <td colspan="2"> </td> </tr> <tr> <td colspan="2">Obligated This Action</td> <td style="text-align: right;">731,437.13</td> </tr> <tr> <td colspan="2">Previously Obligated</td> <td style="text-align: right;">27,291.33</td> </tr> <tr> <td colspan="2">Total Amount Obligated</td> <td style="text-align: right;">758,728.46</td> </tr> <tr> <td colspan="2">Amount Suspended</td> <td style="text-align: right;"><u>0.00</u></td> </tr> <tr> <td colspan="2"><b>TOTAL FUNDS PROGRAMMED</b></td> <td style="text-align: right;"><u><u>758,728.46</u></u></td> </tr> </table>				Fiscal Year	Amount	<u>2006-07</u>	27,291.33	<u>2007-08</u>	731,437.13	<u> </u>		<u>Total</u>	<u>758,728.46</u>			Obligated This Action		731,437.13	Previously Obligated		27,291.33	Total Amount Obligated		758,728.46	Amount Suspended		<u>0.00</u>	<b>TOTAL FUNDS PROGRAMMED</b>		<u><u>758,728.46</u></u>
		Fiscal Year	Amount																													
		<u>2006-07</u>	27,291.33																													
		<u>2007-08</u>	731,437.13																													
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Total Amount Obligated		758,728.46																														
Amount Suspended		<u>0.00</u>																														
<b>TOTAL FUNDS PROGRAMMED</b>		<u><u>758,728.46</u></u>																														
<b>12. BUDGET SUMMARY (From Schedule B Detail) - FISCAL YEAR GRANT PERIOD ENDING:</b> <u>7/31/2008</u>																																
<b>COST CATEGORY</b>	<b>2008 GRANT PERIOD</b>	<b>2006-07 PRIOR GRANT</b>	<b>2006-08 TOTAL GRANT</b>	<b>TOTAL PROJECT BUDGET ESTIMATE</b>																												
A. Personnel Costs	34,686.56	16,678.52	51,365.08	51,365.08																												
B. Travel Expenses	19,000.00	9.67	19,009.67	19,009.67																												
C. Contractual Services	486,497.18	0.00	486,497.18	486,497.18																												
D. Equipment	0.00	0.00	0.00	0.00																												
E. Other Direct Costs	191,253.39	10,603.14	201,856.53	201,856.53																												
F. Indirect Costs	0.00	0.00	0.00	0.00																												
<b>TOTAL FEDERAL FUNDS</b>	<b>731,437.13</b>	<b>27,291.33</b>	<b>758,728.46</b>	<b>758,728.46</b>																												
<b>13. PROJECT APPROVAL &amp; AUTHORIZATION TO EXPEND OBLIGATED FUNDS</b>																																
<b>A. APPROVAL RECOMMENDED BY</b>			<b>B. AGREEMENT &amp; FUNDING AUTHORIZED BY</b>																													
<b>NAME:</b> JULIE SCHILLING <b>TITLE:</b> Regional Coordinator <b>PHONE:</b> (916) 262-1755 <b>E-MAIL:</b> jschilling@ots.ca.gov Office of Traffic Safety 7000 Franklin Blvd., Suite 440 Sacramento, CA 95823			<b>NAME:</b> MICHELE MEADOWS <b>TITLE:</b> Assistant Director of Operations  Office of Traffic Safety 7000 Franklin Blvd., Suite 440 Sacramento, CA 95823																													
<b>Signature</b> <u>Julie Schilling</u>			<b>Signature</b> <u>Michele Meadows</u>																													

EFFECTIVE DATE OF AGREEMENT: <u>10/1/2006</u>		GRANTEE <u>CHP</u>		PROJECT NO. <u>PS0707</u>	
on No. <u>2</u>	Date: <u>1/10/2008</u>	10. TYPE OF AGREEMENT		Initial <input type="checkbox"/>	Revision <input checked="" type="checkbox"/>
Revision No. <u>1</u>	Date: <u>1/10/2008</u>	FUND <u>157</u>	PROGRAM <u>07-PT</u>	TASK NO. <u>3</u>	F.Y. <u>2007</u>
<b>9. Action Taken</b>  2007 HSP grant funds reduced to agree with costs reported through 9/30/07.  \$286,353.39 reprogrammed for expenditure in 2008.  Total funds programmed reduced by \$217,143.28 in FY 1. Total funds programmed reduced by \$81,885.44 in FY 2.  <p style="text-align: center;"><b>THIS GRANT CONTAINS PAID MEDIA</b></p> State FY 2006-07 2700-001-0890 (47/06)  <i>Catalog Federal Domestic Assistance No. 20.600</i>		<b>11. FUNDING DISPOSITION &amp; STATUS</b>			
		Fiscal Year		Amount	
		<u>2006-07</u>		27,291.33	
		<u>2007-08</u>		731,437.13	
		<u>Total</u>		758,728.46	
		Obligated This Action (503,496.67) Previously Obligated 530,788.00 Total Amount Obligated 27,291.33 Amount Suspended 731,437.13  <b>TOTAL FUNDS PROGRAMMED 758,728.46</b>			
<b>12. BUDGET SUMMARY (From Schedule B Detail) - FISCAL YEAR GRANT PERIOD ENDING: <u>9/30/2007</u></b>					
COST CATEGORY	ADJ GRANT PERIOD	2006-07 PRIOR GRANT	2006-07 TOTAL GRANT	TOTAL PROJECT BUDGET ESTIMATE	
A. Personnel Costs	(69,104.48)	85,783.00	16,678.52	51,365.08	
B. Travel Expenses	(43,990.33)	44,000.00	9.67	19,009.67	
C. Contractual Services	(233,100.00)	233,100.00	0.00	486,497.18	
D. Equipment	0.00	0.00	0.00	0.00	
E. Other Direct Costs	(157,301.86)	167,905.00	10,603.14	201,856.53	
F. Indirect Costs	0.00	0.00	0.00	0.00	
<b>TOTAL FEDERAL FUNDS</b>	<b>(503,496.67)</b>	<b>530,788.00</b>	<b>27,291.33</b>	<b>758,728.46</b>	
<b>13. PROJECT APPROVAL &amp; AUTHORIZATION TO EXPEND OBLIGATED FUNDS</b>					
<b>A. APPROVAL RECOMMENDED BY</b>			<b>B. AGREEMENT &amp; FUNDING AUTHORIZED BY</b>		
NAME: JULIE SCHILLING TITLE: Regional Coordinator PHONE: (916) 262-1755 E-MAIL: <a href="mailto:jschilling@ots.ca.gov">jschilling@ots.ca.gov</a> Office of Traffic Safety 7000 Franklin Blvd., Suite 440 Sacramento, CA 95823			NAME: MICHELE MEADOWS TITLE: Assistant Director of Operations  Office of Traffic Safety 7000 Franklin Blvd., Suite 440 Sacramento, CA 95823		
Signature <u><i>Julie Schilling</i></u>			Signature <u><i>Michele Meadows</i></u>		

**PROBLEM STATEMENT**

In total population, California is expected to be one of the fastest growing states in the nation. By 2020, California is projected to have 14 percent of the United States' total population. Within that amount, California's older population is expected to grow more than twice as fast as the total population. During the period 1990 through 2020, California's older age group will have an overall increase of 112 percent. The impact of the group representing age 60 and over is expected to emerge most strongly between 2000 and 2020. Additionally, the influence on California of those representing age 85 and over will emerge most strongly between 2030 and 2040 when the first of the baby boomers reach the age of 85.<sup>1</sup>

As these baby boomers age, they will create a population with unique and uncharted challenges. For instance, because most baby boomers had better access to vehicles than their parents, it is likely driving will remain their preferred mode of transportation well into their later years. Additionally, it is likely that future generations will live longer than their parents. As a result of these factors, coupled with the increases in the older adult population in California, there will be more licensed drivers utilizing California's roadways. Therefore, the need for established safety programs to prevent injuries and fatalities for older adults and the motoring public is crucial.

For the past two and one-half years, the Older Californian Traffic Safety (OCTS) Task Force, a collaboration of both private and public stakeholder organizations, has worked to foster the implementation of older driver safety programs for use now, and in the future, to address the growing number of older adult drivers in California. One such program is entitled, "CarFit." This program, developed by the American Automobile Association, American Society on Aging, American Association of Retired Persons (AARP), and the American Occupational Therapy Association, "fits" a car to the driver through the addition of adaptive devices and better application of such elements as seat adjustment, head rest placement, steering wheel positioning, and safety belt fit. In addition, an occupational therapist provides a succinct, low-key assessment of observed physical and mental problems that may affect driving. Other important programs such as "Road to Driving Wellness" and "DriveWell" involve the education of seniors in maintaining and/or improving their physical and cognitive health to remain driving for as long as possible to preserve their way of life and most importantly, their independence.

The OCTS Task Force must also take its efforts one step further. Hand-in-hand with promoting driving safety, and the independence of older adults through safety programs, is the responsibility for the OCTS Task Force to assist seniors, their families, and others with finding methods to retire from driving and still maintain vitality and mobility. As indicated in the following table, there is a significant difference between the life expectancy and driving expectancy of older adults. As such, the gap years after driving ceases must

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<sup>1</sup> California Task Force on Older Adults and Traffic Safety, Center for Injury Prevention Policy and Practice, San Diego State University, *Traffic Safety Among Older Adults: Recommendations for California*, August 2002.

## SCHEDULE A

PROJECT No.: PS0707

### PROJECT DESCRIPTION

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be addressed as seniors will need transportation to and from daily living activities such as doctor's appointments, shopping, and social events. Without a means to remain mobile, it is likely our seniors will become isolated from the outside world. It will be a formidable task, but the OCTS Task Force must address the challenge of conversion to another means of transportation when driving is no longer a safe option.

### COMPARISON BETWEEN LIFE AND DRIVING EXPECTANCIES<sup>2</sup>

GENDER	EXPECTANCY	AGE
Male Age 70	Life Expectancy, Age 70 + 17.7 years =	87.7
	Driving Expectancy, Age 70 + 11.2 years =	-81.2
	Years not driving, but transportation dependent	6.5
Female Age 70	Life Expectancy, Age 70 + 20.6 years =	90.6
	Driving Expectancy, Age 70 + 11.2 years =	-81.2
	Years not driving, but transportation dependent	9.4

### PERFORMANCE MEASURES

#### PROJECT GOALS

1. To implement a minimum of two action items from the 2002 Older Adults and Traffic Safety (OATS) Task Force by July 31, 2008.
2. To provide results comparing the initial senior traffic safety and mobility surveys to post-surveys depicting increased education and awareness in the Final Report by September 30, 2008.

#### PROJECT OBJECTIVES

1. To conduct a language assessment of the project's service area to determine needs for materials in languages other than English by December 31, 2006.<sup>3</sup>

<sup>2</sup> Calculations by National Institute on Aging (NIA).

<sup>3</sup> Project materials will accommodate identified needs.



## SCHEDULE A

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### PROJECT DESCRIPTION

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2. To issue an operational plan<sup>4</sup> establishing the method of operation, the policies applicable to carry out the grant program to all California Highway Patrol (CHP) field Divisions, and submit a copy to the Office of Traffic Safety (OTS) by December 31, 2006.
3. To establish the contract for a digital video disk (DVD) and video production by March 31, 2007.
4. To establish a contract for initial and post-surveys development by March 31, 2007.
5. To conduct traffic safety and mobility surveys at two identified senior centers in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2007.
- ☒ 6. To conduct post traffic safety and mobility surveys at two identified senior centers in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.
7. To establish a Mobility Workgroup under the auspices of the OCTS Task Force by March 31, 2007.
- ☒ 8. To coordinate, select locations, and hold a minimum of two Mobility Workgroup meetings by September 30, 2007, and a minimum of two additional meetings by July 31, 2008.
- ☒ 9. To conduct a minimum of eight older adult safety/mobility presentations by September 30, 2007, and a minimum of eight additional presentations by July 31, 2008.
10. To conduct a public awareness campaign to include:
  - a. Issuance of a press release announcing the "kick-off" of the project by December 31, 2006.
  - ☒ b. Distribution of educational items and/or promotional items at four events at appropriate venues<sup>5</sup> by September 30, 2007, and an additional four events by July 31, 2008.
  - ☒ c. To conduct at least one public affairs officer (PAO) presentation per CHP Field Division, per quarter, during the Program Operations Phase by July 31, 2008.

<sup>4</sup> The operational plan will contain a strategic distribution of allocated overtime hours.

<sup>5</sup> Promotional incentive items may include key rings, badges, T-shirts, hats, wristbands, etc. Educational items may include bumper stickers, posters, stickers, poster and essay contests, pledges, books, press kits, pamphlets, etc. The traffic safety message will be project-related. Planned venues for distribution include traffic safety presentations, community events, CHP informational booths, etc.

## SCHEDULE A

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### PROJECT DESCRIPTION

Page 4

- ☒ d. Issuance of a post-project press release by July 31, 2008.
  - ☒ e. To produce an older driver safety instructional DVD (two-thirds), and video (one-third) by September 30, 2007, and distribute at appropriate venues by July 31, 2008.
11. To produce public service announcements (PSAs) and paid media ads by September 30, 2007, and air by June 30, 2008.
12. To describe and assess separately the effectiveness of "paid and donated" TV/radio airtime messages by providing:
- a. Number of PSAs produced.
  - b. Subject of each PSA.
  - c. Number of airings for each PSA.
  - d. Total size of audience reached.
  - e. Total cost or donated value.
13. To describe and assess separately the effectiveness of "paid and donated" printed messages by providing:
- a. Number of messages produced.
  - b. Subject of each message.
  - c. Number of printings for each message.
  - d. Total size of audience reached.
  - e. Total cost or donated value.

### METHOD OF PROCEDURE

A 24-month traffic safety project providing public education and awareness will be conducted. The project will be completed in four phases: 1) Program Preparation, 2) Program Operations, 3) Data Gathering and Reporting, and 4) Final Report and Executive Summary.

[---Preparation---] [----Program Operations----] [----Data Gathering and Reporting----] [--Final Report--]

Oct. 06 – Mar. 07

Jan. 07 – July 08

Oct. 06 – July 08

Aug. 08 – Oct. 08

## SCHEDULE A

PROJECT No.: PS0707

### PROJECT DESCRIPTION

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#### **Phase 1 – Program Preparation** (October 1, 2006, through March 31, 2007)

All necessary preparatory actions will be accomplished to effect a prompt and smooth transition to the Program Operations Phase. Preparatory actions include the following:

- Complete the language assessment.
- Develop the operational plan and promptly issue the plan to affected commands.
- Issue the “kick-off” press release.
- Draft and execute contracts to start April 1, 2007, for survey development and video production.
- Select educational items and/or OTS-approved promotional items.<sup>6</sup>
- Issue the “kick-off” media release<sup>7</sup> after appropriate reviews/approvals.
- Plan venues for safety presentations and distribution of educational and promotional items.
- Prepare purchase requisitions for submission after OTS’ official funding authorization.
- Coordinate with allied/other agencies, as required.
- Submit requests for any necessary contractual documents.
- Submit executed contracts to OTS.
- Accomplish any other preparations necessary for timely project implementation.

#### **Phase 2 – Program Operations** (January 1, 2007, through July 31, 2008)

Project-related operations/activities will be completed and results will be provided to OTS in Quarterly Performance Reports (QPRs). Activities include the following:

- Deploy uniformed personnel on overtime in support of project goals and objectives.
- Conduct surveys per due dates in Program Operations Phase.

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<sup>6</sup> All promotional items (items of nominal value given to the public as incentives for project support) must be specifically approved by OTS before items are ordered.

<sup>7</sup> CHP regulations also specify requirements for internal organizational approval of news releases prior to issuance.

## SCHEDULE A

PROJECT NO.: PS0707

### PROJECT DESCRIPTION

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- Develop, order, and distribute educational and promotional items at appropriate venues. (Five samples will be forwarded to OTS.)
- Conduct presentations by PAOs at appropriate venues and distribute project educational and promotional items.
- Conduct task force meetings with allied/stakeholder agencies, as required.
- Produce and air PSAs.
- Produce and distribute an older driver safety instructional DVD and video at appropriate venues.
- Issue the post-project press release after appropriate reviews/approvals.
- Report progress toward the project goals and objectives by the Office of Primary Interest in QPRs through channels to OTS.

#### **Phase 3 – Data Gathering and Reporting** (Throughout Project Period)

Agencies are required to collect and report quarterly, appropriate data that support the progress of each of the goals and objectives.

Statistical data relating to the project goals and objectives will be collected, analyzed, and incorporated into QPRs.<sup>8</sup> QPRs for the quarter ending September 30<sup>th</sup> will include year-to-date comparisons of goals and objectives. If required, the Quarterly Evaluation Data Form, Schedule C, will be completed each quarter and submitted as part of the QPR.

These reports will compare actual project accomplishments with the planned accomplishments. They will include information concerning changes made by the Project Director in planning and guiding the project efforts.

Reports shall be completed in accordance with OTS requirements specified in the Grant Program Manual, Chapter 7, and submitted in compliance with the signed Acceptance of Conditions and Certifications (OTS-33) included within this agreement.

<sup>8</sup> QPRs will clearly indicate any changes to previously reported data.

## SCHEDULE A

PROJECT NO.: PS0707

### PROJECT DESCRIPTION

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#### **Phase 4 – Final Report and Executive Summary** (August 1, 2008)

Begin the Final Report and Executive Summary for the project in accordance with OTS requirements specified in the Grant Program Manual, Chapter 7. The Final Report will be submitted to the Grants Management Unit by August 31, 2008, and to OTS within 60 days after the grant ends by September 30, 2008.

#### **METHOD OF EVALUATION**

Using the data compiled in Phase 3, the project manager will evaluate: (1) how well the stated project goal(s) and objectives were accomplished, (2) if all activities outlined in the "Method of Procedure" were performed in accordance with the project agreement, and (3) the project's cost effectiveness.

#### **ADMINISTRATIVE SUPPORT**

This program has the full support of CHP Executive Management. Every effort will be made to continue the activities after the project's conclusion.

SCHEDULE B  
PAGE 1  
DETAILED BUDGET ESTIMATE  
PROJECT NO. PS0707

COST CATEGORY	FISCAL YEAR (FY) ESTIMATES		TOTAL COST TO PROJECT
	FY-1 10/1/06 thru 9/30/07 Actual Costs	FY-2 10/1/07 thru 7/31/08	
A. PERSONNEL COSTS			
(Positions and salaries. Hours/rates are approximations only See Schedule B-1 for details.)			
Uniformed Overtime Hours			
1. Officer (Public Awareness Support) 1/1/07 - 9/30/07	\$8,630.74		\$8,630.74
320 @ \$59.00 10/1/07 - 7/31/08		\$18,880.00	18,880.00
2. Sergeant (Supervision) 1/1/07 - 9/30/07	579.03		579.03
32 @ \$72.00 10/1/07 - 7/31/08		2,304.00	2,304.00
3. Uniformed Overtime Benefits @ 9.374%	874.53		874.53
@ 9.515%		2,015.66	2,015.66
Nonuniformed Regular Salary			
4. Retired Annuitant Support at Associate Governmental Program Analyst (AGPA) 1/1/07 - 9/30/07	0.00		0.00
0 @ \$47.00 10/1/07 - 7/31/08		0.00	0.00
5. Nonuniformed Retired Annuitant Regular Salary Medicare Benefits @ 1.450%	0.00	0.00	0.00
Nonuniformed Overtime Hours			
6. Research Analyst II 1/1/07 - 9/30/07	0.00		0.00
0 @ \$49.00 10/1/07 - 7/31/08		0.00	0.00
7. AGPA 1/1/07 - 9/30/07	3,284.11		3,284.11
100 @ \$47.00 10/1/07 - 7/31/08		4,700.00	4,700.00
8. Staff Services Analyst 1/1/07 - 9/30/07	1,090.01		1,090.01
100 @ \$39.00 10/1/07 - 7/31/08		3,900.00	3,900.00
9. Clerical Support 1/1/07 - 9/30/07	1,363.69		1,363.69
50 @ \$28.00 10/1/07 - 7/31/08		1,400.00	1,400.00
10. Graphic Designer III/Photographer 1/1/07 - 9/30/07	0.00		0.00
0 @ \$43.00 10/1/07 - 7/31/08		0.00	0.00

SCHEDULE B  
PAGE 2  
DETAILED BUDGET ESTIMATE  
PROJECT NO. P30707

COST CATEGORY	FISCAL YEAR (FY) ESTIMATES		TOTAL COST TO PROJECT
	FY-1 10/1/06 thru 9/30/07 Actual Costs	FY-2 10/1/07 thru 7/31/08	
A. PERSONNEL COSTS (continued)			
Nonuniformed Overtime Hours (continued)			
11. Nonuniformed Overtime Benefits @ 15.011% @ 14.869%	856.41	1,486.90	856.41 1,486.90
Category Sub-Total	\$16,678.52	\$34,686.56	\$51,365.08
B. TRAVEL EXPENSE			
1. In-State	\$9.67	\$10,000.00	\$10,009.67
2. Out-of-State	0.00	9,000.00	9,000.00
Category Sub-Total	\$9.67	\$19,000.00	\$19,009.67
C. CONTRACTUAL SERVICES			
1. Paid Media	\$0.00	\$170,000.00	\$170,000.00
2. Survey Research and Development	0.00	6,200.00	6,200.00
3. California State University Sacramento (CSUS)		94,297.18	94,297.18
4. Video Production	0.00	216,000.00	216,000.00
Category Sub-Total	\$0.00	\$486,497.18	\$486,497.18
D. EQUIPMENT			
Category Sub-Total (Yuba County)	\$0.00	\$0.00	\$0.00
E. OTHER DIRECT COSTS (Includes sales tax, as applicable. See Schedule B-1.)			
1. Computers	\$10,603.14	\$17,348.39	\$27,951.53
2. Educational Items	0.00	50,000.00	50,000.00
3. Meeting Facility Fees	0.00	8,000.00	8,000.00
4. Minor Equipment	0.00	16,000.00	16,000.00
5. Office Supplies	0.00	40,000.00	40,000.00
6. Presentation Supplies	0.00	19,900.00	19,900.00
7. Promotional Items	0.00	40,005.00	40,005.00
Category Sub-Total	\$10,603.14	\$191,253.39	\$201,856.53
F. INDIRECT COSTS			
Category Sub-Total	\$0.00	\$0.00	\$0.00
PROJECT TOTAL	\$27,291.33	\$731,437.13	\$758,728.46

PERSONNEL COSTS

Overtime:

- **Sergeant.** Overtime is provided for required supervision of project operations/activities including scheduling and PAO presentations, reviewing surveys, and compiling data in support of the public awareness campaign to promote seniors safe and mobile.
- **Officer.** Overtime is provided for the public awareness campaign activities (safety presentations, informational booths, etc.).
- **Research Analyst II.** In addition to project management, overtime is provided for completion of project-related staff work both at headquarters (quarterly reports, project revisions, and project-related assignments), as well as at participating commands for project-related overtime coordination, and project-related activities.
- **Associate Governmental Program Analyst (AGPA)/Staff Services Analyst.** Overtime is provided to research topics for task force and/or workgroup members, and support activities for presentations by CHP field Divisions.
- **Clerical Support.** Overtime is provided for clerical staff (Office Services Supervisor II or lower classification) in the preparation of project-related documents/reports.
- **Graphics/Photographer Support.** Overtime is provided for staff at the CHP Academy's Graphic Services Unit (a Graphic Designer III or lower classification) to develop project materials. Allocated overtime may also be used by photographers or other specialized staff, if appropriate, to support this and other OTS project activities.

**Nonuniformed Regular Salary:** To avoid personnel supplanting, reimbursements of individual salaries that result in a salary savings to the city/county are not allowable.

- **Retired Annuitants at AGPA Salary Rate.** Funding is provided for outreach efforts by retired CHP personnel to reach seniors in their local communities by providing support to CHP Special Projects Section and the OCTS Task Force in the public education and awareness project goals and objectives. Having the opportunity to share and discuss their concerns with peers (similar age group) provides an understanding and comfort level for seniors concerned with remaining safe and mobile.



# SCHEDULE B-1

PROJECT NO.: PS0707

## BUDGET NARRATIVE

Page 2

### Benefits:

Funding is provided for the required employee benefits. Benefit rates indicated in the following table (as applicable) were used in calculating estimated costs. Rates indicated were provided by CHP Fiscal Management Section and were current as of the date of drafting of this document. However, rates may subsequently change, if appropriate, based upon standard departmental procedures for updating such rates.

### BENEFIT RATES

DESCRIPTION	OVERTIME		REGULAR SALARY (Retired Annuitants)
	Uniformed	Nonuniformed	Nonuniformed
OASDI	N/A	6.200%	
Medicare	1.450%	1.450%	1.450%
State Compensation	8.065%	7.219%	
Health, Dental, and Vision			
Retirement			
<b>Total</b>	<b>9.515%</b>	<b>14.869%</b>	<b>1.450%</b>

### Notes:

Overtime hours will be appropriately distributed among participating commands. Unused nonuniformed hours (either overtime or regular) may revert to uniformed hours. In addition, unused clerical support hours may also revert to AGPA/SSA overtime in lieu of uniformed.

Overtime is budgeted for specific positions. However, whenever a person within the specific position classification is not available, a supervisor may fill in. For example, a sergeant may work in place of an officer; a Public Safety Dispatch Supervisor may work in place of a Public Safety Dispatcher; an Office Services Supervisor II may work in place of an Office Assistant or Word Processing Technician.

### TRAVEL EXPENSE

- **In-state.** Costs are included for appropriate staff as determined by CHP Executive Management to attend conferences and training events supporting the grant's goals and objectives for traffic safety. Funds may be used to attend OTS-approved training. Anticipated travel and events include local mileage for grant activities and meetings, the Police Traffic Services Seminar, OTS Summit, and statewide conferences, seminars, presentations, attendance at legislative hearings, media interviews, and all other pertinent older adult traffic safety events. Funding is included for travel expenses associated with Older Californian Traffic Safety (OCTS) Task Force members in support of the project's goals and objectives.

Attendance at these events provides the program coordinator, Grants Management Unit staff, and appropriate staff an opportunity to exchange pertinent information with task force members and other grant personnel concerning the project and the grant process. All travel is subject to the State Travel Policy.

- **Out-of-State.** Appropriate staff as determined by CHP Executive Management will attend national and regional conferences and training to disseminate information regarding California's older adult traffic safety efforts. Additionally, project out-of-state travel funds will provide for attendance at conferences and meetings where older adult traffic safety efforts or other traffic-safety-related issues are discussed or presented, including attendance of Congressional training courses which provide instruction regarding seniors staying safe and mobile. These meetings and conferences will provide an excellent forum for discussion of California's older adult traffic safety efforts, as well as other traffic safety initiatives/ programs, and sharing of information with other states conducting similar projects. All out-of-state travel trips not included in the project agreement must receive prior approval from OTS.

**Note:** Travel expenses include conference/seminar registration fees as well as hotel, transportation, and per diem costs.

### CONTRACTUAL SERVICES

- **Paid Media.** Funding is provided for the production and airing of PSAs to promote the goals and objectives of the project.
- **Survey Research and Development.** Funding is provided to create a survey to be conducted at the beginning of the Program Operations Phase and at the conclusion to measure the public education and awareness campaign efforts of this project. The associated contract will include research and development.
- **California State University Sacramento (CSUS).** Funding is provided to enter into an agreement with CSUS to coordinate statewide safety events and the planned symposium.
- **DVD and Video Production.** Funding is provided to create a DVD (two-thirds of total production) and video (one-third of total production). The associated contract will include focus groups, production (research, production, editing, etc.), and packaging (graphics, printing, cover, etc.).

### EQUIPMENT

No funding is provided for equipment.

OTHER DIRECT COSTS

**Notes:** The applicable sales tax rate for the point of delivery has been included in the estimated cost of each affected item described. The quantities of appropriate items indicated in this category are approximations only. Price and/or features will determine the quantity purchased. All educational and promotional items purchased under this grant will contain a project-related traffic safety message. The items will also display appropriate logos (as space and cost reasonably permit) in the following order of precedence: 1) project, if applicable; 2) CHP; 3) OTS; and 4) Business, Transportation and Housing Agency.

- **Computers.** Six desktop and two laptop computers will be purchased, including software, accessories, peripherals (monitors, printers, scanners, portable external hard drives, compact disk read-write [CD RW] drives, computer floppy and/or compact disks, printer cartridges) for tracking grant activities and producing required quarterly and final reports. Costs also include publishing software for use in producing a variety of written materials, including, but not limited to, PAO training guides and press kits. The computers will be used in affected CHP Area offices to support the statewide project in its activities and reporting procedures.

**Educational Items.** Costs are included to purchase, develop, print, and distribute educational items at public forums that inform the public regarding traffic safety. Items may include brochures, pamphlets, fliers, coloring books, posters, signs, banners, booklets, conference materials, posters, press kits, rack cards, and to conduct poster and essay contests to promote the traffic safety message in support of the public awareness campaign.

- **Meeting Facility Fees.** OCTS Task Force, Mobility Workgroup meetings.
- **Minor Equipment.** Items to be purchased include: digital cameras (still or video), and memory cards for digital cameras to document grant activities, office machines (faxing [to transmit program-related information], copier for duplication of program materials, laminating, binding, laminating and velo binding materials, or multi-function machines), liquid crystal display (LCD) projectors and peripherals (screens, audio equipment, etc.). Accessories, upgrades, and extended warranties may be included for any minor equipment items as appropriate.
- **Office Supplies.** Funding is provided for standard office and other supplies to directly support grant-related activities, and grant monitoring and reporting. Office supplies typically include paper and desk top supplies) pens, pencils, binders, folders, clips, etc.).

SCHEDULE B-1

PROJECT NO.: PS0707

BUDGET NARRATIVE

Page 5

- **Presentation Supplies.** Items to be purchased include: television/video camera recorder/digital video disk (TV/VCR/DVD) combinations for viewing educational videos, and flip chart easels and paper for recording audience responses and viewing of information. Costs are included to establish CHP informational booths at appropriate venues (conferences, state and local fairs, etc.). Planned costs include booth fees and necessary equipment (canopies, table top display units, generators, rental of tables and chairs, etc.). The canopies, table top display units, and generators will be assigned to each project CHP Division (8), and one table top display to the project OPI in support of the public awareness campaign.
- **Promotional Items.** Costs are included to purchase, develop, and distribute promotional items to encourage participation in traffic safety presentations, contests, and programs. Items may include magnets, pens, pencils, key chains, lanyards, cups, shirts, bags, CD covers, water bottles, pins, stickers, license plate frames, note pads, bumper stickers, stickers, bags, badges, hats, wristbands, and similar items.

Incentive items for task force members are also normally given as a commemorative and interest promoting reflection on traffic safety in the community.

INDIRECT COSTS

None.

PROGRAM INCOME

There will be no program income generated as a result of this project.

**ANNEX B**  
**OPERATIONAL PLAN**

**OPERATIONAL PLAN – PS0707**  
**Seniors Safe and Mobile**  
**October 1, 2006 – July 31, 2008**

**PROJECT DIRECTOR**

Chief H. A. Acevedo, Planning and Analysis Division (PAD), is the Project Director and is responsible for ensuring implementation of the Seniors Safe and Mobile project according to the grant provisions.

**PROJECT ADMINISTRATOR**

Special Projects Section (SPS) is the Office of Primary Interest (OPI) for the grant project. Captain Joseph Whiteford, SPS, is the project administrator.

Contact Information:

Captain Joseph Whiteford  
California Highway Patrol, Special Projects Section  
P. O. Box 942898  
2555 First Avenue, Room 230  
Sacramento, CA 94298-0001  
Office: (916) 657-7222  
Facsimile: (916) 452-3151

**STATEMENT OF THE PROBLEM**

In total population, California is expected to be one of the fastest growing states in the nation. By 2020, California is projected to have 14 percent of the United States' total population. Within that amount, California's older population is expected to grow more than twice as fast as the total population. During the period 1990 through 2020, California's older age group will have an overall increase of 112 percent. The impact of the group representing age 60 and over is expected to emerge most strongly between 2000 and 2020. Additionally, the influence on California of those representing age 85 and over will emerge most strongly between 2030 and 2040 when the first of the baby boomers reach the age of 85.<sup>1</sup>

As these baby boomers age, they will create a population with unique and uncharted challenges. For instance, because most baby boomers had better access to vehicles than their parents, it is likely driving will remain their preferred mode of transportation well into their later years.

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<sup>1</sup> California Task Force on Older Adults and Traffic Safety, Center for Injury Prevention Policy and Practice, San Diego State University, *Traffic Safety Among Older Adults: Recommendations for California*, August 2002.

Additionally, it is likely that future generations will live longer than their parents. As a result of these factors, coupled with the increases in the older adult population in California, there will be more licensed drivers utilizing California's roadways. Therefore, the need for established safety programs to prevent injuries and fatalities for older adults and the motoring public is crucial.

For the past two and one-half years, the Older Californian Traffic Safety (OCTS) Task Force, a collaboration of both private and public stakeholder organizations, has worked to foster the implementation of older driver safety programs for use now, and in the future, to address the growing number of older adult drivers in California. One such program is entitled, "CarFit." This program, developed by the American Automobile Association, American Society on Aging, American Association of Retired Persons (AARP), and the American Occupational Therapy Association, "fits" a car to the driver through the addition of adaptive devices and better application of such elements as seat adjustment, head rest placement, steering wheel positioning, and safety belt fit. In addition, an occupational therapist provides a succinct, low-key assessment of observed physical and mental problems that may affect driving. Other important programs such as "Road to Driving Wellness" and "DriveWell" involve the education of seniors in maintaining and/or improving their physical and cognitive health to remain driving for as long as possible to preserve their way of life and most importantly, their independence.

The OCTS Task Force must also take its efforts one step further. Hand-in-hand with promoting driving safety, and the independence of older adults through safety programs, is the responsibility for the OCTS Task Force to assist seniors, their families, and others with finding methods to retire from driving and still maintain vitality and mobility. As indicated in the following table, there is a significant difference between the life expectancy and driving expectancy of older adults. As such, the gap years after driving ceases must be addressed as seniors will need transportation to and from daily living activities such as doctor's appointments, shopping, and social events. Without a means to remain mobile, it is likely our seniors will become isolated from the outside world. It will be a formidable task, but the OCTS Task Force must address the challenge of conversion to another means of transportation when driving is no longer a safe option.

#### COMPARISON BETWEEN LIFE AND DRIVING EXPECTANCIES<sup>2</sup>

GENDER	EXPECTANCY	AGE
Male Age 70	Life Expectancy, Age 70 + 17.7 years =	87.7
	Driving Expectancy, Age 70 + 11.2 years =	-81.2
	Years not driving, but transportation dependent	<b>6.5</b>
Female Age 70	Life Expectancy, Age 70 + 20.6 years =	90.6
	Driving Expectancy, Age 70 + 11.2 years =	-81.2
	Years not driving, but transportation dependent	<b>9.4</b>

<sup>2</sup> Calculations by National Institute on Aging (NIA).

## **PROJECT GOALS**

1. To implement a minimum of two action items from the 2002 Older Adults and Traffic Safety (OATS) Task Force by July 31, 2008.
2. To provide results comparing the initial senior traffic safety and mobility surveys to post-surveys depicting increased education and awareness in the Final Report by September 30, 2008.

## **PROJECT OBJECTIVES**

1. To conduct a language assessment of the project's service area to determine needs for materials in languages other than English by December 31, 2006.<sup>3</sup>
2. To issue an operational plan<sup>4</sup> establishing the method of operation, the policies applicable to carry out the grant program to all California Highway Patrol (CHP) field Divisions, and submit a copy to the Office of Traffic Safety (OTS) by December 31, 2006.
3. To establish a contract for initial and post-surveys development by March 31, 2007.
4. To establish the contract for a digital video disk (DVD) and video production by March 31, 2007.
5. To establish a contract with the California State University, Sacramento (CSUS) Foundation to conduct a seniors safe and mobile symposium by April 30, 2007.
6. To conduct traffic safety and mobility surveys at two identified senior centers in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2007.
7. To conduct post traffic safety and mobility surveys at two identified senior centers in each CHP field Division measuring the impact and effectiveness of the OCTS Task Force's public education and awareness campaign by July 31, 2008.
8. To establish a Mobility Workgroup under the auspices of the OCTS Task Force by March 31, 2007.

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<sup>3</sup> Project materials will accommodate identified needs.

<sup>4</sup> The operational plan will contain a strategic distribution of allocated overtime hours.



9. Under contractual agreement, conduct a seniors safe and mobile symposium by December 31, 2007.
10. To coordinate, select locations, and hold a minimum of two Mobility Workgroup meetings by September 30, 2007, and a minimum of two additional meetings by July 31, 2008.
11. To conduct a minimum of eight older adult safety/mobility presentations by September 30, 2007, and a minimum of eight additional presentations by July 31, 2008.
12. To conduct a public awareness campaign to include:
  - a. Issuance of a press release announcing the “kick-off” of the project by December 31, 2006.
  - b. Distribution of educational items and/or promotional items at four events at appropriate venues<sup>5</sup> by September 30, 2007, and an additional four events by July 31, 2008.
  - c. To conduct at least one public affairs officer (PAO) presentation per CHP field Division, per quarter, during the Program Operations Phase by July 31, 2008.
  - d. Issuance of a post-project press release by July 31, 2008.
  - e. To produce an older driver safety instructional DVD (two-thirds), and video (one-third) by September 30, 2007, and distribute at appropriate venues by July 31, 2008.
13. To produce public service announcements (PSAs) and paid media ads by September 30, 2007, and air by June 30, 2008.
14. To describe and assess separately the effectiveness of “paid and donated” TV/radio airtime messages by providing:
  - a. Number of PSAs produced.
  - b. Subject of each PSA.
  - c. Number of airings for each PSA.
  - d. Total size of audience reached.
  - e. Total cost or donated value.

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<sup>5</sup> Promotional incentive items may include key rings, badges, T-shirts, hats, wristbands, etc. Educational items may include bumper stickers, posters, stickers, poster and essay contests, pledges, books, press kits, pamphlets, etc. The traffic safety message will be project-related. Planned venues for distribution include traffic safety presentations, community events, CHP informational booths, etc.

15. To describe and assess separately the effectiveness of “paid and donated” printed messages by providing:
- a. Number of messages produced.
  - b. Subject of each message.
  - c. Number of printings for each message.
  - d. Total size of audience reached.
  - e. Total cost or donated value.

## **PROJECT OVERVIEW**

A 24-month traffic safety project providing public education and awareness will be conducted. The project will be completed in four phases: 1) Program Preparation, 2) Program Operations, 3) Data Gathering and Reporting, and 4) Final Report and Executive Summary.

[---Preparation---]	[---Program Operations---]	[---Data Gathering and Reporting---]	[--Final Report--]
Oct. 06 – Mar. 07	Jan. 07 – July 08	Oct. 06 – July 08	Aug. 08 – Oct. 08

### **Phase 1 – Program Preparation** (October 1, 2006, through March 31, 2007)

All necessary preparatory actions will be accomplished to effect a prompt and smooth transition to the Program Operations Phase. Preparatory actions include the following:

- Complete the language assessment.
- Develop the operational plan and promptly issue the plan to affected commands.
- Issue the “kick-off” press release.
- Draft and execute contracts to start April 1, 2007, for survey development and video production.
- Select educational items and/or OTS-approved promotional items.<sup>6</sup>
- Issue the “kick-off” media release<sup>7</sup> after appropriate reviews/approvals.
- Plan venues for safety presentations and distribution of educational and promotional items.

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<sup>6</sup> All promotional items (items of nominal value given to the public as incentives for project support) must be specifically approved by OTS before items are ordered.

<sup>7</sup> CHP regulations also specify requirements for internal organizational approval of news releases prior to issuance.

- Prepare purchase requisitions for submission after OTS' official funding authorization.
- Coordinate with allied/other agencies, as required.
- Submit requests for any necessary contractual documents.
- Submit executed contracts to OTS.
- Accomplish any other preparations necessary for timely project implementation.

**Phase 2 – Program Operations** (January 1, 2007, through July 31, 2008)

Project-related operations/activities will be completed and results will be provided to OTS in Quarterly Performance Reports (QPRs). Activities include the following:

- Deploy uniformed personnel on overtime in support of project goals and objectives.
- Conduct surveys per due dates in Program Operations Phase.
- Develop, order, and distribute educational and promotional items at appropriate venues. (Five samples will be forwarded to OTS.)
- Submit requests, draft, and execute contract for seniors safe and mobile symposium.
- Partner with stakeholder organizations/entities and CSUS in coordinating and conducting the symposium.
- Conduct presentations by PAOs at appropriate venues and distribute project educational and promotional items.
- Conduct task force meetings with allied/stakeholder agencies, as required.
- Produce and air PSAs.
- Produce and distribute an older driver safety instructional DVD and video at appropriate venues.
- Issue the post-project press release after appropriate reviews/approvals.
- Report progress toward the project goals and objectives by the Office of Primary Interest in QPRs through channels to OTS.

<b>Quarterly Reports Covering:</b>	<b>Quarterly Reports Due to PAD:</b>	<b>Completed Quarterly Report Due to GMS:</b>
1 <sup>st</sup> Quarter FFY 06/07 Oct. 1 – Dec. 31, 2006	January 9, 2007	January 15, 2007
2 <sup>nd</sup> Quarter FFY 06/07 Jan. 1 – Mar. 31, 2007	April 6, 2007	April 13, 2007
3 <sup>rd</sup> Quarter FFY 06/07 Apr. 1 – Jun. 30, 2007	July 9, 2007	July 13, 2007
4 <sup>th</sup> Quarter FFY 06/07 Jul. 1 – Sept. 30, 2007	October 10, 2007	October 15, 2007
1 <sup>st</sup> Quarter FFY 07/08 Oct. 1 – Dec. 31, 2007	January 8, 2008	January 15, 2008
2 <sup>nd</sup> Quarter FFY 07/08 Jan. 1 – Mar. 31, 2008	April 8, 2008	April 14, 2008
3 <sup>rd</sup> Quarter FFY 07/08 Apr. 1 – Jun. 30, 2008	July 7, 2008	July 11, 2008
4 <sup>th</sup> Quarter FFY 07/08 Jul. 1 – Sept. 30, 2008	October 8, 2008	October 14, 2008

### **Phase 3 – Data Gathering and Reporting** (Throughout Project Period)

Agencies are required to collect and report quarterly, appropriate data that support the progress of each of the goals and objectives.

Statistical data relating to the project goals and objectives will be collected, analyzed, and incorporated into QPRs.<sup>8</sup> QPRs for the quarter ending September 30<sup>th</sup> will include year-to-date comparisons of goals and objectives. If required, the Quarterly Evaluation Data Form, Schedule C, will be completed each quarter and submitted as part of the QPR.

These reports will compare actual project accomplishments with the planned accomplishments. They will include information concerning changes made by the Project Director in planning and guiding the project efforts.

Reports shall be completed in accordance with OTS requirements specified in the Grant Program Manual, Chapter 7, and submitted in compliance with the signed Acceptance of Conditions and Certifications (OTS-33) included within this agreement.

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<sup>8</sup> QPRs will clearly indicate any changes to previously reported data.

#### **Phase 4 – Final Report and Executive Summary** (August 1, 2008)

Begin the Final Report and Executive Summary for the project in accordance with OTS requirements specified in the Grant Program Manual, Chapter 7. The Final Report will be submitted to the Grants Management Unit (GMU) by August 31, 2008, and to OTS within 60 days after the grant ends by September 30, 2008.

#### **PROJECT OPERATION**

##### **Structure**

Special Projects Section is the project OPI, with responsibilities to coordinate and manage required administrative activities. Each Division receiving the project's overtime hours is responsible for ensuring that the grant guidelines, as outlined in this statewide operational plan, are followed. When necessary, SPS will coordinate with CHP Division public affairs coordinators to arrange older adult traffic safety/mobility presentations. All required reporting to SPS, GMU is to be completed in a timely manner.

##### **Supervision**

It is the responsibility of each Division and Area to provide adequate supervision of project public awareness efforts. Sergeant overtime should be used for scheduling and other administrative activities related to the project.

##### **Public Awareness**

Special Projects Section (SPS) will coordinate the issuance of a "kick-off" press release by December 31, 2006. Division public affairs coordinators will ensure their respective Divisions conduct at least one older adult traffic safety/mobility event per quarter by July 31, 2008. Special Projects Section will ensure Divisions receive educational materials and/or promotional items for dissemination by July 31, 2008. Special Projects Section will coordinate with selected field Divisions to conduct eight safety events by July 31, 2008. Special Projects Section will coordinate a pre- traffic safety/mobility survey by July 31, 2007, and a post- survey by July 31, 2008, at two identified senior centers in each CHP field Division. Special Projects Section will also coordinate with the Office of Media Relations and staff assigned to the Office of the Commissioner to produce and distribute an older driver safety instructional video by July 31, 2008. Additionally, SPS, under contract, will produce and distribute public service announcements and paid media ads by September 30, 2007. If appropriate, publicity concerning project operations should mention the project is being funded through a grant from OTS.

## **Expenditure Breakdown**

Overtime allocation for personnel will be distributed to equally to each Division. Overtime will also be allocated to Special Projects Section staff for administrative purposes (Annex A, Division Overtime Allocation).

## **PROJECT ADMINISTRATION (Responsibilities)**

### **Commissioner's Office**

A Retired Annuitant, who is a subject-matter expert concerning older adult safety/mobility issues and assigned to the Office of the Commissioner, will serve as a consultant on the project.

### **Office of Media Relations**

Office of Media Relations will be responsible for assisting SPS with the older driver instructional video production and distribution. Special Projects Section will also consult with Office of Media Relations concerning the required press releases.

### **Assistant Commissioner, Staff**

Assistant Commissioner, Staff, is responsible for designating the Project Director and ensuring that all aspects of this project are completed according to the specifications outlined in the Project Agreement.

### **Planning and Analysis Division Commander – Project Director**

The Project Director is responsible to OTS for the administration of the project in compliance with the terms of the Project Agreement between the CHP and OTS. The Project Director will be the liaison between Assistant Commissioners Staff, Field, and OTS. The Project Director will also ensure timely notification to OTS when pertinent changes within CHP Executive Management structure may affect grant document signature authority.

### **Special Projects Section (SPS)**

Special Projects Section will serve as the OPI for the coordination, oversight, and administration of the project. Special Projects Section will also ensure that the project operations are conducted as specified within the Project Agreement, and all specified responsibilities are completed by the required due dates. Project personnel include Sergeant Cheryl Skare, Research Analyst II Julie Likes, and Staff Services Analyst Stephanie Johnson. Special Projects Section personnel can be reached at (916) 657-7222.

## **Research and Planning Section, Community Outreach and Partnership Unit (COMU)**

Special Projects Section will work in conjunction with COMU staff to ensure Division public affairs coordinators and Area public affairs officers are aware of and have access to older adult traffic safety/mobility materials and resources.

## **Academy, Graphic Services Unit and Television Unit**

Special Projects Section will request assistance from Graphic Services Unit to develop project materials, and other associated projects required to meet the goals and objectives of the grant agreement. Special Projects Section will also seek assistance from the Television Unit when video production commences.

## **Assistant Commissioner, Field**

Assistant Commissioner, Field, is responsible for ensuring that field Divisions understand the importance of compliance with applicable Project Agreement requirement, including timely submission of all required reports.

## **Field Divisions**

Each field Division will provide a designated project coordinator who is responsible for operational aspects of the project within that Division.

<b>Division</b>	<b>Coordinator</b>	<b>Phone Number</b>
Northern (101)	Officer Steve Rauch, #14425	(530) 242-3200
Valley (201)	Officer Tamara Du Temple, #16353	(916) 464-2090
* Golden Gate (301)	Officer Braulio Mendieta, #13392	(925) 828-0466
* Central (401)	Officer Rodney Nazario, #16425	(559) 277-7250
* Southern (501)	Officer Rebecca Estrada, #16368	(818) 240-8200
Border (601)	Officer Omar Morales, #16655	(858) 637-7158
* Coastal (701)	Officer Craig Rude, #12721	(805) 549-3261
* Inland (801)	Officer Kevin Denmon, #13504	(909) 383-4811

It is the responsibility of each Division PS0707 project coordinator to track the use of project overtime hours for each phase of the project, and to ensure that overtime usage does not exceed Division allocations (Annex A). In addition, the Division coordinator shall ensure CHP 415s, Daily Field Record, and CHP 71s, Attendance Report, are correctly completed and submitted on time. If the special project code is not entered correctly, it will be difficult for the Department to submit accurate claims for reimbursement. This could lead to overtime hours being charged incorrectly to a Division's regular overtime allocation or another grant. Each Division project coordinator is responsible to prepare a quarterly report (Annex B, Division Quarterly Activity/Overtime Report).

Area commanders will be asked to dedicate their Retired Senior Volunteer staff to learning and executing selected older adult traffic safety/mobility programs as sanctioned by the Department.

Each field Division will be asked to conduct at least one older adult traffic safety/mobility presentation per quarter through July 31, 2008. Additionally, field Divisions and/or their respective Areas public affairs coordinators/officers will be asked to participate in eight traffic safety events as outlined in the grant agreement. Also, Division coordinators will identify two Area offices within their respective Divisions to conduct pre- and post-surveys concerning the effectiveness of the Department's older driver program.

Division project coordinators include information in the quarterly report documenting whether or not the Areas/Division is on schedule (Annex B). The report should also include any noteworthy activities related to the project. The report should be forwarded to the SPS project administrator, to be received by the following dates:

Quarterly Reports Covering:	Due Date
2 <sup>nd</sup> Quarter FFY 06/07 – Jan. 1 – Mar. 31, 2007	April 5, 2007
3 <sup>rd</sup> Quarter FFY 06/07 - Apr. 1 – Jun. 30, 2007	July 6, 2007
4 <sup>th</sup> Quarter FFY 06/07 - Jul. 1 – Sept. 30, 2007	October 4, 2007
1 <sup>st</sup> Quarter FFY 07/08 - Oct. 1 – Dec. 31, 2007	January 4, 2008
2 <sup>nd</sup> Quarter FFY 07/08 - Jan. 1 – Mar. 31, 2008	April 4, 2008
3 <sup>rd</sup> Quarter FFY 07/08 - Apr. 1 – Jun. 30, 2008	July 3, 2008
4 <sup>th</sup> Quarter FFY 07/08 - Jul. 1 – July 31, 2008	October 3, 2008

NOTE: QPRs should be submitted electronically to the project administrator. Submit to [jlukes@chp.ca.gov](mailto:jlukes@chp.ca.gov).

### Area Offices

Each Area office participating in the PS0707 project is responsible for managing available overtime hours and for ensuring the duties of those on overtime are consistent with the project's objectives. Areas are also responsible for ensuring project overtime is used only on the specified traffic safety presentations. Areas within each field Division may be requested to participate in older adult traffic safety/mobility presentations and events to satisfy requirements as outlined in the grant Project Agreement.

Information Services Unit will provide each participating Area with a monthly overtime report (see Highway Patrol Manual, HPM 11.1, Administrative Procedures Manual, Chapter 6, Reimbursable Services, Annex F, Report of Overtime Hours for Reimbursable Special Projects) that details the overtime hours charged to special code 644. This report shall be verified, signed, and returned to Accounting Section as required.



## **TIME KEEPING**

### **Uniformed**

The CHP 415, Daily Field Record, will be used for tracking PS0707 project overtime for uniformed personnel. All provisions of HPM 40.71, CHP 415 Users Manual, shall apply with the following supplemental instructions.

A separate overtime CHP 415 shall be completed for all overtime worked. The CHP 415 **shall contain the special code "644" in the "Special" box**. The appropriate overtime duty code representative of the activities completed should be entered in the "Overtime Duty Code" box as outlined in HPM 40.71. PS0707 project activity shall be recorded in the "Overtime" column.

### **Nonuniformed**

Overtime for Office Assistants, Office Supervisors, Staff Services Analysts, Associate Governmental Program Analysts, Graphic Designer III/Photographer, and a Research Analyst II shall be recorded on the CHP 71, Attendance Report. Overtime hours shall be listed with reference to the PS0707 project, and **include the special code number "644" in the remarks column**. A copy of the CHP 71 is to be sent to Accounting Section by the month following the pay period in which overtime was worked. Authorized nonuniformed overtime shall be documented on a CHP 71 form and sent with quarterly reports to SPS for tracking purposes.

Clerical overtime is limited to clerical personnel in the Office Services Supervisor I classification and below. Clerical overtime is intended to be used for daily entry and processing of project-related documents.

## Annex A: Division Overtime Allocation – Seniors Safe and Mobile, PS0707

### Uniformed Overtime:

Division	Officer		Sergeant	
	1/1/07 – 9/30/07	10/1/07- 7/31/08	1/1/07 – 9/30/07	10/1/07 – 7/31/08
Northern (101)	17	17.5	1.75	1.75
Valley (201)	18	17.5	1.75	1.75
Golden Gate (301)	18	17.5	1.75	1.75
Central (401)	18	17.5	1.75	1.75
Southern (501)	18	17.5	1.75	1.75
Border (601)	18	17.5	1.75	1.75
Coastal (701)	18	17.5	1.75	1.75
Inland ( 801)	18	17.5	1.75	1.75
Total	<b>143</b>	<b>140</b>	<b>14</b>	<b>14</b>

### Non-Uniformed Overtime:

Division/Area	AGPA		SSA		Clerical Support	
	1/1/07 – 9/30/07	10/1/07- 7/31/08	1/1/07 – 9/30/07	10/1/07- 7/31/08	1/1/07 – 9/30/07	10/1/07- 7/31/08
Northern (101)	28	28	28	28	28	28
Valley (201)	28	28	28	28	28	28
Golden Gate (301)	28	28	28	28	28	28
Central (401)	28	28	28	28	28	28
Southern (501)	28	28	28	28	28	28
Border (601)	28	28	28	28	28	28
Coastal (701)	28	28	28	28	28	28
Inland ( 801)	28	28	28	28	28	28
SPS ( 052)	26	26	26	26	26	26
Total	<b>250</b>	<b>250</b>	<b>250</b>	<b>250</b>	<b>250</b>	<b>250</b>

### Non-Uniformed Overtime (Continued):

Division/Area	RAII		Graphic Designer III/Photographer	
	1/1/07 – 9/30/07	10/1/07- 7/31/08	1/1/07 – 9/30/07	10/1/07- 7/31/08
SPS (052)	250	250	-	-
Office of the Academy (091)	-	-	5	5
Total	<b>250</b>	<b>250</b>	<b>5</b>	<b>5</b>

**NOTE:** Unused non-uniformed hours (either overtime or regular) may revert to uniformed hours. Overtime is budgeted for specific positions. However, whenever a person within the specific position classification is not available, a supervisor may fill in. For example, a sergeant may work in place of an officer; a Public Safety Dispatch Supervisor may work in place of a Public Safety Dispatcher; an Office Services Supervisor may work in place of an Office Assistant or Word Processing Technician.

**Annex B: DIVISION QUARTERLY ACTIVITY/OVERTIME REPORT**

**DIVISION QUARTERLY OVERTIME/ACTIVITY REPORT**

**SENIORS SAFE AND MOBILE, PS0707**

**Special Project Code 644**

**January 1, 2007, through July 31, 2008**

**California Highway Patrol, Special Projects Section (052)**

**Division** \_\_\_\_\_ **Quarter** \_\_\_\_\_

**QUARTERLY ACTIVITY**

PARTICIPATING CHP AREA(S): \_\_\_\_\_

TOTAL NUMBER OF PRESENTATIONS: \_\_\_\_\_

LOCATION(S) OF PRESENTATIONS: \_\_\_\_\_

TOTAL NUMBER OF PARTICIPANTS: \_\_\_\_\_

IS THE PROJECT ON SCHEDULE? Yes \_\_\_\_\_ No \_\_\_\_\_ (Provide explanation below.)

**QUARTERLY OVERTIME HOURS SUMMARY**

<u><b>SERGEANT HOURS</b></u>	<u><b>OFFICER HOURS</b></u>	<u><b>AGPA HOURS</b></u>
<u><b>SSA HOURS</b></u>	<u><b>CLERICAL SUPPORT HOURS</b></u>	

**GENERAL COMMENTS**

(Place comments here which are noteworthy. Also, if the project is not on schedule, provide an explanation in this section.)

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**ANNEX C**  
**SENIOR SAFE AND MOBILITY SUMMIT II**

**Summit Agenda**

**Monday October 20, 2008**

**6:00pm – 8:00pm**    **Exhibitor Set Up**..... Grand Foyer

**Tuesday October 21, 2008**

**7:00am – 8:00am**    **Registration** ..... Grand Foyer

**7:00am – 8:00am**    **Continental Breakfast and Exhibit Viewing**..... Grand Foyer

**8:00am – 9:00am**    **Welcome & Opening Remarks** ..... Salon C

**Mike Brown**, Commissioner, California Highway Patrol

**Joseph A. Farrow**, Commissioner, California Highway Patrol

**Will Kempton**, Director, California Department of Transportation

**Christopher J. Murphy**, Director, California Office of Traffic Safety

**David Manning**, Ph.D., Region 9 Administrator, National Highway Traffic Safety Administration

**George Valverde**, Director, Department of Motor Vehicles

**9:00am – 9:30am**    **Networking Break & Exhibit Viewing**..... Grand Foyer

**9:30am – 11:30am**    **General Session** ..... Salon C

**Linda Hill**, Clinical Professor, Department of Preventative Medicine UCSD

**Jeff Michael**, Director, National Highway Traffic Safety Administration (Invited)

**Jim Tool**, Title, Federal Highway & Safety Administration (Invited)

**Selma Sauls**, Older-Driver Specialist, Florida Department of Highway Safety and Motor Vehicles

**11:30am – 1:00pm**    **Buffet Lunch**..... Salon C

**Dale Bonner**, Secretary, Business, Housing and Transportation (Invited)

**1:00pm – 2:30pm**    **Breakout Sessions**

Mobility Workgroup ..... Saddleback

**Moderator: Tighe Boyle**, Mobility Management Center Manager, Paratransit, Inc.

**Jila Priebe**, Senior Transportation Planner, Caltrans Division of Mass Transportation

**Marie-Hélène Rousseau**, Director of Research, Beverly Foundation

**Nina Weiler-Harwell**, Program Coordinator, AARP

Licensing Workgroup ..... Trabuco

**Moderator: John Locher**, Senior Driver Ombudsman, Department of Motor Vehicles

**Bayliss Camp**, Research Program Specialist, Department of Motor Vehicles

**Richard Kohr**, Senior Driver Ombudsman, Department of Motor Vehicles

**Julio Lacayo**, Community Outreach Senior Ombudsman, Department of Motor Vehicles

Law Enforcement Workgroup ..... Salon B

**Moderator: Ike Iketani**, Captain, California Highway Patrol

**Bridgett Lott**, Captain, California Highway Patrol

**2:30pm – 3:00pm**    **Networking Break & Exhibit Viewing**..... Grand Foyer

**3:00pm – 4:30pm    Breakout Sessions**

Health Workgroup ..... Saddleback  
**Moderator: Christy Adams**, Trauma Prevention Program Coordinator, UC Davis  
**Camille Fitzpatrick**, Nurse Practitioner, UC Irvine  
**Patti Horsley**, Program Coordinator, California Department of Public Health  
**Patricia Watters**, Occupational Therapist, UC Davis

Strategic Highway Safety Plan ..... Trabuco  
**Moderator: Jesse Bhullar**, State Highway Safety Engineer, California Department of Transportation  
**Barbara Alberson**, Chief, California Department of Public Health  
**Johnny Bhullar**, Senior Transportation Engineer, California Department of Transportation  
**Charles Fenner**, Senior Driver Ombudsman, Department of Motor Vehicles

**Wednesday October 22, 2008**

**8:00am – 10:30am    Registration** ..... Grand Foyer

**8:00am – 8:30am    Continental Breakfast & Exhibit Viewing**..... Grand Foyer

**8:30am – 10:00am    Breakout Sessions**

Transportation Safety Workgroup .....Salon A  
**Moderator: Craig Copelan**, Senior Transportation Engineer, Department of Transportation  
**David Cordova**, Design Coordinator, Department of Transportation  
**Jim Deluca**, Design Coordinator, Department of Transportation  
**Richard Haggstrom**, Senior Transportation Engineer, Department of Transportation  
**Ken Kochevar**, Safety Specialist, Federal Highway Administration

Aging Workgroup .....Salon B  
**Sarah Ludeman**, Title, California Department of Aging  
**Lynn Daucher**, Director, California Department of Aging

Public Information Workgroup.....Salon C  
(Speaker Pending)

**10:00am – 10:30am    Exhibit Viewing**..... Grand Foyer

**10:30am – 11:00am    Closing Remarks** .....Salon C



*October 21-22 Now!  
Register*



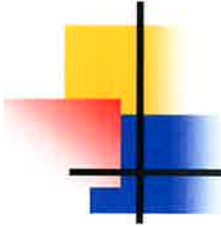
## Senior Safe Mobility Summit III

*October 21-22, 2008 • Hyatt Regency Irvine, CA*

**Space is Limited! Discount Hotel Rate Available & Free Expo!**

**ANNEX D**  
**“STAY VITAL” PRESENTATION**





# STAY VITAL



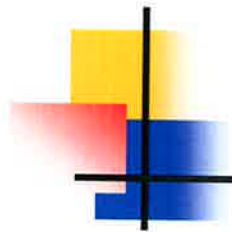


# Welcome / Introduction

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1. Overview of today's schedule
2. Purpose of seminar
3. Historical perspective
4. Taking control of your driving future
5. You can be a better driver
6. Is it time? There is life after driving
7. Conclusion



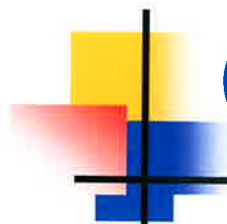


# Why Are We Here???

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## ■ Purpose of Seminar:

- Driving skills
- Rules of the road
- Age-related physical changes
- Safety features/devices for vehicles
- Health and flexibility
- Medications and effects on driving
- Mobility options



# California Demographics

## Numbers of People 65 and Older

In 1990	3 million
In 2000	3.8 million
In 2010	4.3 million
In 2020	5.2 million
In 2030	9 million
In 2040	10.1 million

## Licensed Drivers 65 and Older

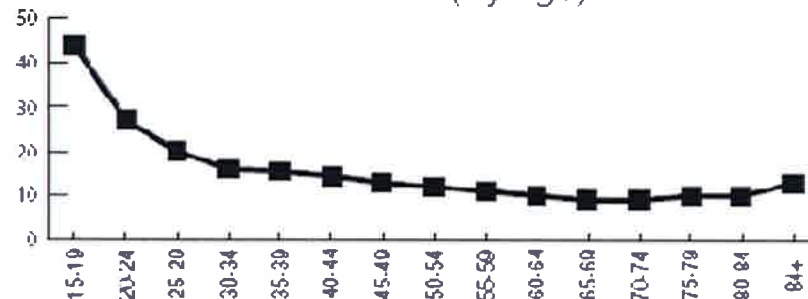
In 1990	2 million
In 2000	2.5 million
In 2010	2.9 million
In 2020	4 million
In 2030	6 million
In 2040	6.9 million

# Collision Statistics



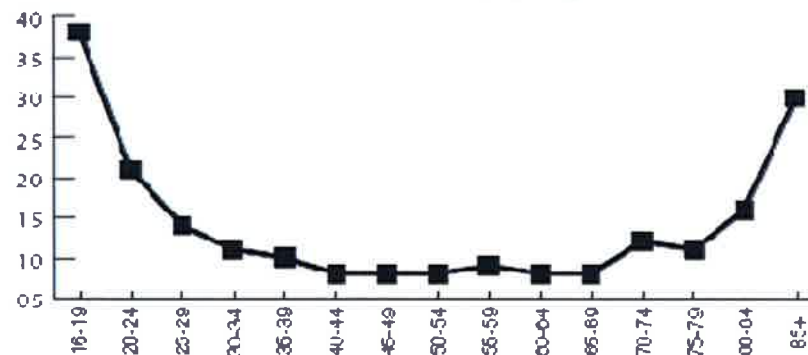
# Collision Statistics

Drivers in Fatal and Injury Crashes  
Per 1000 Licensed Drivers (By Age)



Source--California Highway Patrol, SWITRS 2002

Drivers in Fatal and Injury Crashes  
Per One Million Miles Driven (By Age)



Source--California Highway Patrol, SWITRS 2001

US DOT Driver Mileage Estimates 2001-2002



# Driver Involvement in Fatal Collisions by Age

## **CALIFORNIA DMV CALCULATION OF DRIVER INVOLVEMENT IN FATAL CRASHES, BY AGE (Year 2000)**

*(1.0 is the expected rate of involvement. Over-involvement produces a number higher than 1.0; under-involvement produces a number less than 1.0)*

Drivers aged 15-19	2.40
Drivers aged 20-29	1.43
Drivers aged 30-64	0.82
Drivers aged 65-69	0.57
Drivers aged 70-74	0.84
Drivers aged 75-79	0.95
Drivers aged 80-84	1.02
Drivers aged 85-89	1.69
Drivers aged 90 and up	1.08
Drivers aged 65 and up	0.84



# Driving is for All Ages

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The California Highway Patrol continually strives to maintain roadway safety for all (a few of our programs):

- Safe Routes to School
- Start Smart (Teens)
- Corridor Safety Programs
- Older Californian Traffic Safety Task Force



# Media Coverage

- Santa Monica farmer's market traffic collision
- Car plows through market, killing 10
- Driver's problem should have been identified sooner

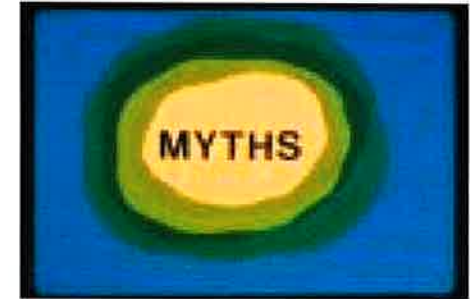


**SANTA MONICA, California (CNN) -- An 86-year-old man who drove his mid-size Buick through a crowded farmers' market Wednesday told police he couldn't stop and may have hit the accelerator instead of the brake, Santa Monica Police Chief James T. Butts Jr. said.**



# Myths

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- Aging is associated with inevitable functional declines that make all older drivers high risk drivers.
- All older drivers know when to restrict or cease driving.
- Elders who stop driving do so because they know it is unsafe to themselves or others.
- Public transportation is an easy choice for older adults who have quit driving.

# Taking Control of Your Driving Future

## Vision Changes

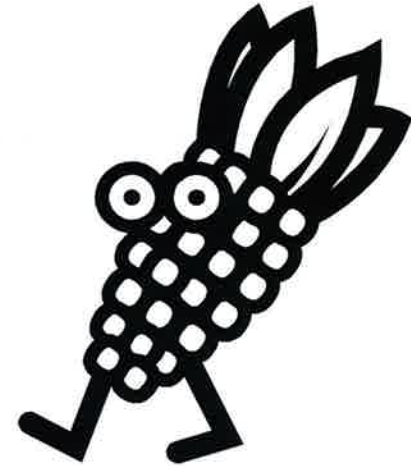
- Visual acuity
- Depth perception
- Contrast sensitivity
- Glare recovery
- Peripheral vision
- Light/Dark adaptation



# Taking Control of Your Driving Future

## Nutrition

- Health for the brain
- Health for the eyes



# Taking Control of Your Driving Future

**Maintaining body strength, flexibility and energy**

- Stretching
- Endurance
- Balance



# Taking Control of Your Driving Future

## Mental vitality, keeping sharp

- Dividing attention
- Stimulating environment
- Keeping your mind active





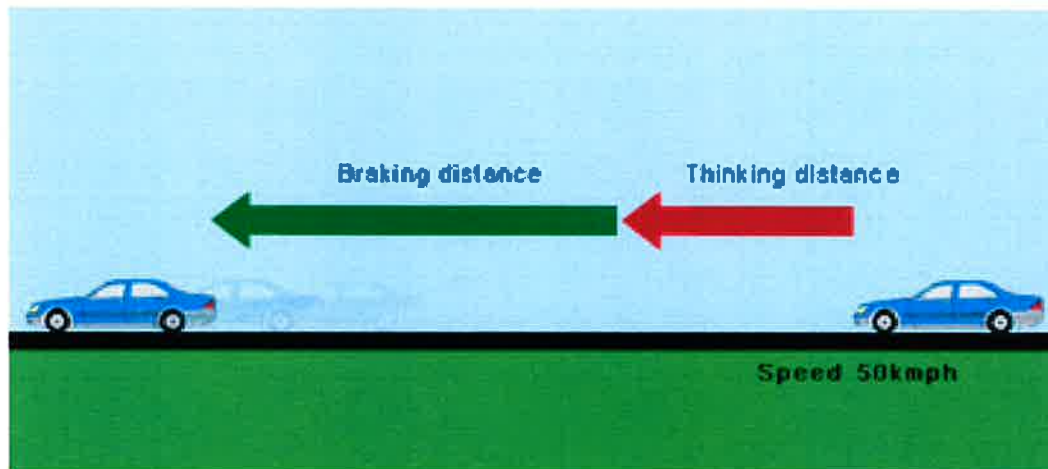
# Taking Control of Your Driving Future

## Sleep and Rest



# Taking Control of Your Driving Future

## Reaction Time





# Taking Control of Your Driving Future



- Multiple Medications
- Medications and Alcohol



# You Can Be a Better Driver

## ■ Driving Strategies

- Safe following distance
- Avoid stress
- Avoid distractions



# You Can Be a Better Driver

## Things to do before starting your engine:

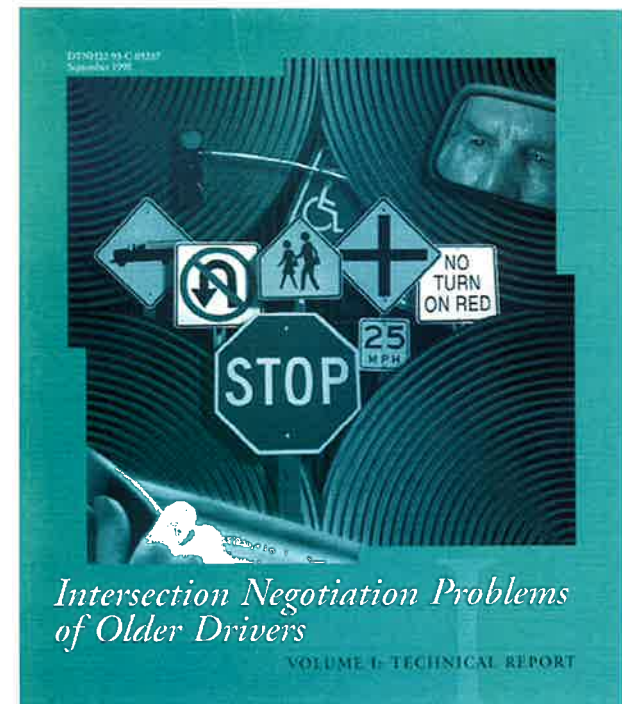
- ✓ Adjust seat and head rest
- ✓ Adjust mirrors
- ✓ Check lights
- ✓ Buckle up
- ✓ Gas tank full?
- ✓ Do you know your destination?
- ✓ Attempt to drive off-peak times using non-freeway routes?



# You Can Be a Better Driver

## ■ Driving Difficulties

- 1) Making left turns
- 2) Entering/Crossing through roads
- 3) Intersections
- 4) Driving during inclement weather and at night
- 5) Driving too slow



# You Can Be a Better Driver

## ■ Rules of the Road

- Seat belts
- Stop lights and stop signs
- Merging
- Lane changes
- Alcohol



# You Can Be a Better Driver

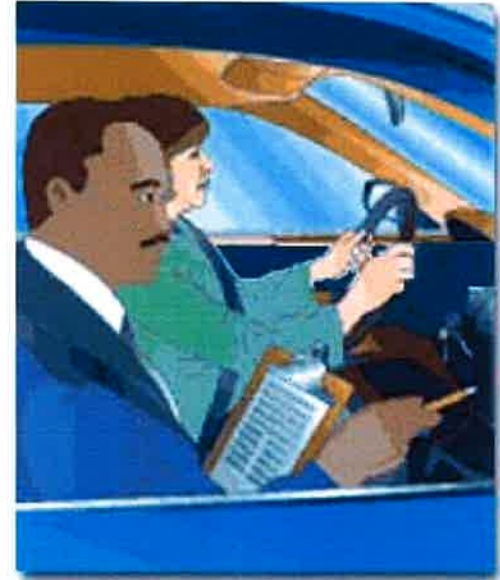
## ■ Collision Avoidance

- ✓ Blind spots
- ✓ Tailgating
- ✓ Dangers at intersections
- ✓ Entering and leaving freeway
- ✓ High Occupancy Vehicle (HOV) lanes
- ✓ Freeway driving
- ✓ Backing up
- ✓ Shopping center parking lots





# Is it Time???



- Self evaluation
- License renewal
- The DMV responds to the challenge –  
Explanation of 3-Tier System
- Changing the driving environment
- Talking it over

# Is it Time???

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## **When is it time to give up the Keys???**

- Problem solving
- Daylight only driving
- Non-freeway driving
- Non-rush hour driving
- Fair weather only driving





# There Is Life After Driving

## ■ Mobility Options

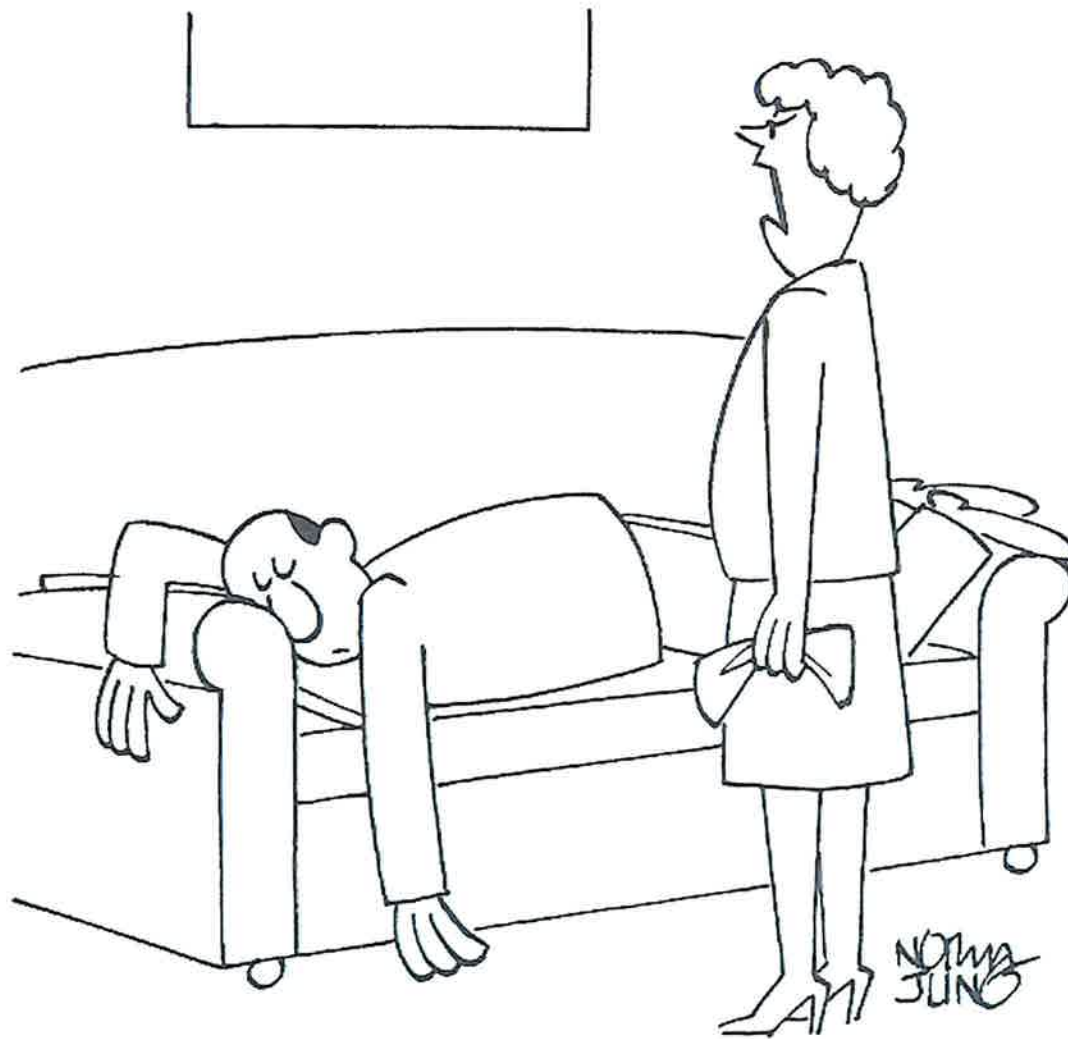
- ❖ Family or friends
- ❖ Public transportation (buses)
- ❖ Paratransit
- ❖ Light rail and trains
- ❖ Taxi services
- ❖ Bicycle
- ❖ Walking
- ❖ Supplemental



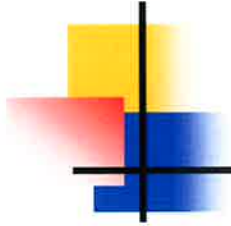
# Other Resources

- Health care professionals
- Law enforcement
- Department of Motor Vehicles
- Public entities
- Transportation agencies
- Private organizations
- Area Agency on Aging
- Senior centers
- California Referral Phone Number: 1-800-510-2020





*"The doctor said you should slow down, not stop!"*



# **THANK YOU!!!**

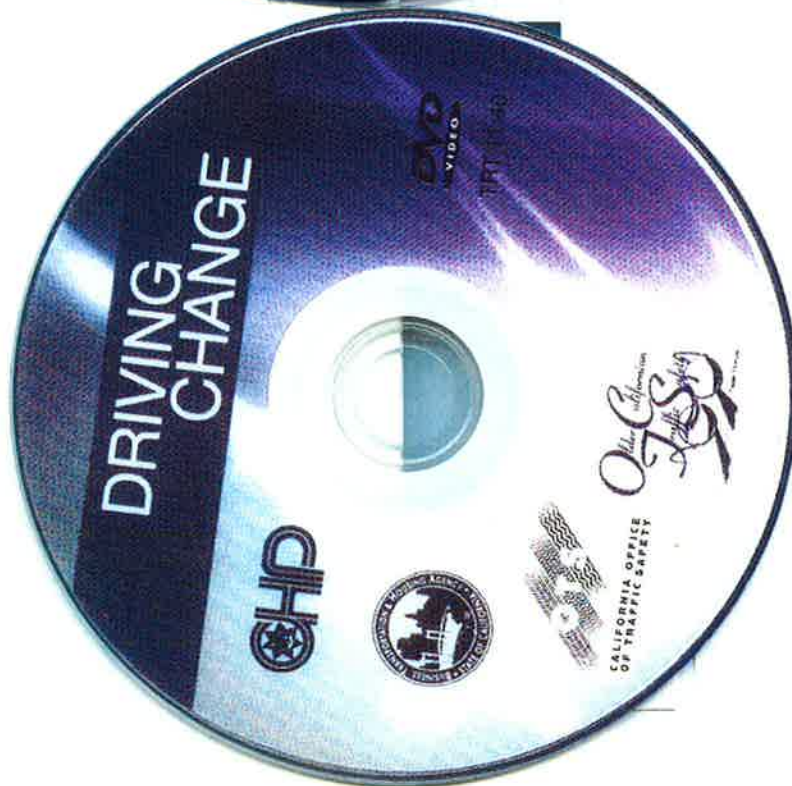
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Your Division Commander

Your Area Commander

You and your office contact information

**ANNEX E**  
**“DRIVING CHANGE” AND “TAKING CHARGE” DVDs**



**ANNEX F**  
**PRINTED EDUCATIONAL AND PROMOTIONAL MATERIALS**





Educational Brochures.



Promotional Materials: 6 inch ruler with magnifier and hand warmer.





Promotional Material: Plastic bag.

**ANNEX G**  
**GRANT PHOTOS**



Officer Jean Hoatson answering questions at Retirees' Day.



Rosemary Jagdeo giving away educational and promotional materials to attendee at retirees' Day.

Officer Matthew Dufort in the background conversing with other attendees.

**M e m o r a n d u m**

Date: November 12, 2008

To: Ms. Julie Schilling  
Regional Coordinator  
Office of Traffic Safety  
2208 Kausen Drive, Ste. 300  
Elk Grove, CA 95758

From: **DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**  
Office of Community Outreach and Recruitment

File No.: 015.012315.052\GMU\Final Reports\PS0707\OTS Cover Memo.Doc

Subject: FINAL REPORT, SENIOR SAFE AND MOBILE, PS0707

One copy of the Final Report for Senior Safe and Mobile, grant number PS0707, is attached for your review and approval. Attached, but separate from the report, is an Executive Summary as required by Office of Traffic Safety (OTS) guidelines. Additionally, an Executive Summary is included in the Final Report for California Highway Patrol (CHP) administrative reference purposes.

The Office of Primary Interest (OPI) for this grant was originally with Research and Planning Section. As of March 1, 2008, Community Outreach and Marketing Unit (COMU) was assigned as the OPI for the grant, due to their expertise in outreach. This re-assignment will allow the project and the Department's accompanying older driver program to provide greater educational and outreach to California's seniors.

June 2008, the CHP experienced a re-organization and COMU became the Office of Community Outreach and Recruiting (OCOR).

If you have any questions or require additional information, please call Sergeant George Berrios at (916) 657-8810 extension 4140. Once again, it has been a pleasure working with OTS in focusing on transitioning seniors toward maintaining their safety and mobility through public awareness.

C. M. CHILDS  
Lieutenant

cc: Attachments

*Safety, Service, and Security*